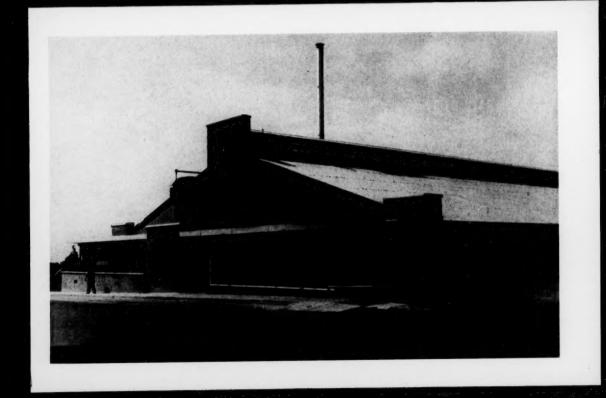
Starchroom





YOU CAN STANDARDIZE

YOUR STARCHED SHIRT PRODUCTION
ON THIS ONE SHIRT

WITH AN increase IN BUSINESS AND profits

It's being done today. Not by just a few laundries, here and there. Laundries all over the country are building up shirt volume with better profits on their shirt production—through standardizing on this Velvet-Rainbow Wheel Sized Shirt.

Naturally they get better production and better shirtwork, by standardizing on the one shirt. But they have to get the one shirt that pleases customers—holds old and gets new customers.

Experience in every area proves beyond question that the well-finished Velvet-Rainbow wheel sized shirt, does just that. For building shirt volume, for faster, better production, for a better profit on shirtwork, you can't match the Velvet-Rainbow Wheel Sized Shirt.

More satisfactory to more customers . . .

VELVET-RAINBOW

THE STARCH THAT MADE WHEEL SIZING PRACTICA

THE HURON MILLING COMPANY, INC., 9 PARK PLACE, NEW YORK CITY





PUBLISHED MONTHLY SINCE 1894

JAMES A. BARNES

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READER'S GUIDE

VOL. LVIII, No. 5, MAY 15, 1951

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AN EDITOR'S MEANDERINGS

Last month's issue of STARCHROOM LAUNDRY JOURNAL carried an editorial on the importance of keeping records. It was pointed out that laundryowners are in for an irksome period of record keeping brought about by requirements of the various regulations of NPA, OPS, WSB, etc. We emphasized that these records must be complete and accurate.

Rumors are beginning to fly about the country in this connection. We checked a few of these rumors and found, among other things. that a laundry in New Jersey has been in the custom of preserving the carbon copies of their sales slips for a period of two years. They asked OPS if this was sufficient compliance with the order requiring preparation and preservation of price records. OPS said "No." They implied that the manner in which the records are to be prepared and maintained is more important than any other requirement of the regulation. Therefore, it behooves every laundryowner to check with the local OPS office to be certain that his records are being prepared and maintained in exactly the manner which OPS requires.

The editorial also stated that laundry prices are being investigated by OPS representatives. This is true. Every wholesale laundry plant in the state of Massachusetts has been visited within the past few weeks by one of these representatives. Why wholesale laundry plants? No one seems to know. But the fact remains that the visits have been made and those plants whose records were not prepared and maintained the way OPS wanted them to be were told to comply.

The records were to have been prepared on or before March 1st under the terms of the regulation. Many laundryowners did not comply before the deadline date. Inasmuch as investigations are now underway in certain parts of the country it could be that OPS is planning to take checks in other sections.

Each month we try to keep you informed of current events in Washington affecting our industry. This is a tough job and cannot be done to everyone's complete satisfaction. Inasmuch as we go to press only once a month, events are likely to happen so rapidly that some of this information is no longer news when you receive your copy of Starchroom. However, if there is any question in your mind as to any of this information merely drop us a line and we shall answer your question or tell you where you can get an authoritative answer

With regard to the specific matter of price records, we listed the address of each local office of OPS in our February issue. If there is any question in your mind as to whether your price records are prepared in accordance with OPS requirements, we suggest that you contact the local office in your area and seek clarification before an OPS official visits your plant.-Jim Barnes

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To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the 48-page Dry Cleaners' Handbook. It's full of valuable suggestions that will help you increase the efficiency of your filtering system and save money too.

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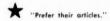
IN THE EAST SOUTH CENTRAL AREA





HERE'S WHAT THEY SAY ABOUT THE STARCHROOM LAUNDRY JOURNAL*

> "More interesting articles with new ideas."



"A more complete digest of our industry.

> "More all around coverage of the industry in this zone."

That's why in the East South Central Area, as in every other section of the country, laundry executives select the STARCHROOM LAUNDRY JOURNAL as their first choice among business publications.

That's why alert, progressive launderers continue to pay out money, good hard cash, for the privilege of reading STARCHROOM, year after year after year-among them:

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Amory, Miss.

Memphis, Tenn. Memphis, Tenn. Memphis, Tenn.

Nashville, Tenn.



★ Verbatim comments from re-port of Ross Federal Research Corporation's survey of reading preferences of laundry executives.

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room. He will recommend methods to obtain more mileage and the best use of your present supplies. He will make suggestions if substitutions are necessary. So we offer you the best trained men in the business to go into your washroom, analyze your formulas, check the water and your supplies and show you

how to get the best results with the products you're using.

Call your DIAMOND Laundry distributor today and have a DIAMOND Technical Serviceman give your place a free checkup. Now it's more important than ever to conserve.

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DIAMOND

CHEMICALS

Starchroom Editorial

Let's Clean Up the Plant

Every spring more and more cities adopt "Clean Up, Paint Up Week" as an annual time when, under the joint sponsorship of the municipal government and volunteer civic groups, citizens are urged to clean and paint their properties. In one large midwestern city this reached the proportions last spring of a popular movement so strong that citizens became "socially" conscious of their obligation to the community to maintain their properties in a neat

and clean condition.

The laundry industry is in need of a similar program. Aside from purely aesthetic reasons, there are many other reasons why such a program is needed. One of these involves consumer acceptance for our service. Our industry is selling cleanliness. We preach it to the housewife and to consumer groups. Yet, how many of us actually practise what we preach? How many of us dare invite these consumer groups into our plants to see how we keep house? The trend toward building consumer acceptance by inviting groups into our plants for conducted tours has been on the increase the past few years. However, such a trend has been slow in gaining momentum and we would be curious to learn how large a segment of our industry follows such a practise regularly. We suspect that the number of laundries which would pass a housewife's inspection is shockingly small.

Another reason for following good housekeeping practises involves labor. People like to work where conditions are pleasant. It is easier to keep employees when they like the surroundings they work in. Defense plants and other industries are luring employees out of laundries-supposedly for higher wages. That is one of the motivating forces. But surveys prove that wage rates are not the only consideration. After all, workers spend roughly onethird of their time in their places of employment. If those places are bright and cheerful they will not be lured away as easily as they will from a drab, dingy plant.

Still another reason for cleaning up the plant involves the efficiency of workers-getting high rates of production. Any industrial engineer will tell you that people actually work better-reach a higher level of efficiency and maintain that level longerwhen working conditions are pleasant. Maintaining a clean plant means less eye strain, less employee fatigue due to poor reflection of light, to cite but one

There are many other reasons why good housekeeping practises mean good business. A laundry should be one of the cleanest places in any community. We believe the time is right to start a "Clean Up, Paint Up" campaign in our industry!

Have Laundry Sales Leveled Off?

There is an indication that the slump in laundry sales which became apparent in 1949, leveled off in 1950. AIL's annual sales survey (technical bulletin No. 416) shows that dollar volume was down 0.37 percent in 1950 as compared with 1949. As noted last year, 1949 dollar volume was 3.16 percent lower than 1948 volume.

The AIL survey is preliminary to a more conclusive statistical presentation to be made in the near future. Another technical bulletin is in preparation which will combine the findings of this survey with results of the recently published Department of Commerce 1948 census of business. Previous dollar sales surveys have been based on the 1939 census of business statistics.

The sample for this preliminary survey consisted of 1,416 laundries throughout the country. Of these, 945 have drycleaning departments and 176 have linen supply departments. As stated above, laundry sales alone show a decline of less than one percent for 1950 as compared with 1949. However, drycleaning dollar volume of sales among these plants showed an increase of 7.97 percent for the same period. Combined laundry and drycleaning dollar volume showed an increase of 1.24 percent. Linen supply dollar volume among these plants increased 1.04 percent while no percentage is included for combined laundry and linen supply sales.

The data are further broken down by states and cities according to laundry, drycleaning and linen supply classifications. It is here that an individual laundry will find the figures of greatest interest. It is a simple matter to check the percentages for an individual state and, in the case of the larger cities, for the local community in which a plant is operating. This information can be of specific help in formulating future marketing plans. The report would be of even greater value if a larger number of AIL members could be persuaded to co-operate by filing their sales figures promptly so that a truer picture of the national market could be presented.

BISHOP Laundry WORK-SAVERS

Cut costs - boost production and profit - give lifetime service



LIQUID SOAP MAKER



LIFETIME TRUCK TUBS

Monel or stainless steel. No rust, corrosion. In 3 sixes: B2-5 (#2) 22"x34"x25" deep; B2-13 (#3) 26"x x25" deep; B2-121M 18"x24"x15".



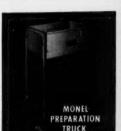
STARCH COOKERS

permanently insulated. In 15, 25 and 50-gailon



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x10' area. No. B12-2.



x11" deep, 34½" high, on 3", wheels. No. B2-122.



RONING BOARD

" steel top; iron rest; onge cup; cord holder; ot light assembly, and ve board. No. B4-5M.



BISHOP SHIRTRANSPORTS



ORTER-TRANSPORTERS

EVOLVING SORTER

bins in arm's reach to

rt twice as fast in half

ace. Turns at flick of nger; holds 500 shirts. Yon't tip. No. B26-10.

BISHOP PUF-FINISHERS

Heads tilt over board: no reaching. B5-18X (shown): #3, #22, #52 heads,



spray iron, spray gun.





value-minded laundries everywhere specify the

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STARCH COOKER



Inner and outer walls scientifically spaced and insulated to prevent heat radiation and sweating.

Now Available in Stainless Steel

Non-corrosive; finest of all metals for cooking; assures long years of service.

It Retains Heat

For proper penetration starch must be kept at right temperature. The Bishop Cooker holds heat as long as needed.

It Cooks Fast

Exclusive steam nozzle keeps starch agitated, stirred, speeds cooking.



It's Easier to Produce **Beautiful Finishing with** Cooked Starch!

Cooked starch dries faster and more uniformly on the press to save costly time ... produces shirts with a better "feel" and smoother finish, more economically.



15-GALLON — 36" high over-all; floor space 24" x 28"; 83-2, \$239.00

25-GALLON — 39" high over-all; floor space 28" x 32"; B3-5, \$289.00

50-GALLON — 45" high over-all; floor space 32" x 36"; B3-11, \$329.00

Order Now FROM YOUR SUPPLIER () HE IS OUR DISTRIBUTOR

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AUTOMATIC WASHING SAVES LABOR

All you do is set Electromatic control dial, add supplies, and the rest of each washing operation is automatic. When cycle is completed, turn control dial to "spot" and cylinder automatically lines up with shell door for unloading.

*"Slyde-Out" is a trade-marked name. Only Troy builds
"Slyde-Out" Washers. Four sizes: 42" x 36", 42" x 54",
42" x 84", and 42" x 96". Also available with manual
controls. Ask your Troy representative or write the Troy
factory for illustrated catalog.

EASY UNLOADING

No more lifting heavy wet work from bottom of the washer! A scoop of the arm SLIDES load from washer shelf into truck tub, easily and quickly.



LESS MAINTENANCE SAVES LABOR

Troy "Slyde-Out" Washers have no complicated gears, pistons or other expensive devices to keep in repair. Corrosionproof, heavy duty stainless steel construction is your assurance of long, trouble-free service.

WHAT ABOUT DELIVERIES?

Like all metals containing nickel, stainless steel is now a critical war material, hard to get for civilian use. However, we are still accepting orders for stainless steel "Slyde-Out" Washers, and we are still building and delivering them as fast as we can get materials.



LAUNDRY MACHINERY

Division of American Machine and Metals, Inc. EAST MOLINE, ILLINOIS World's Oldest Builders of Power Laundry Equipment (Since 1868)

On the Mobilization Front

Use of DO-97 rating has been limited. This rating for maintenance, repair and operating supplies has been cancelled by NPA for the following items, and can no longer be used for these materials:

Paper and paper products; packaging materials and containers; tires and tubes; wire hangers; nylon fibers and yarns (this does not include end products like nylon nets); paints, lacquers, varnishes; all basic and inorganic chemicals which include carbon tetrachloride and perchlorethylene.

The rating has also been cancelled for other items not used by our industry. A list of consumer durable goods was also removed from the rating including office furniture and fixtures, lockers, electric fans 16 inches and under, signs and advertising displays, pens and mechanical pencils.

The rating on orders for these materials placed prior to April 16th no longer has any effect, but the purchase order is not cancelled. The reason for removal of the DO-97 rating on these items is that suppliers are jammed with rated orders so that deliveries to defense producers are not being met. By removing these critical items from the rating, rated defense orders will take precedence over non-rated orders. This means that suppliers can still deliver non-rated orders after rated orders have been filled.

Petroleum products, including Stoddard solvent, fuel oil and gasoline are not controlled by NPA and, therefore, are excluded from the MRO program. The DO-97 rating never has been applicable in purchasing these items.

All restrictions previously noted are still in effect. In figuring 1950 expenditures for MRO, amounts spent for the items listed above as having been removed from the rating may still be included. But, even though they are now ordered without ratings, the amounts must be charged against 1951 quotas. Minor capital additions (under \$750) cannot be included in figuring 1950 expenditures for MRO. But they must be charged against 1951 quotas if, and only if, they are purchased under a DO-97 rating. Non-rated orders for minor capital additions need not be charged against 1951 quotas and, as can be seen from the above list, many items of this type are excluded from the use of the rating.

New Controlled Materials Plan has been announced by NPA. It will become effective on July 1st. It will apply only to three basic metals at first: steel, copper and aluminum. The basic metals will be alloted directly to producers, based on lists of detailed requirements submitted by them for the manufacture of goods needed for the defense program. Through the Controlled Materials Plan, NPA hopes to get the information it needs to make intelligent decisions as to allocation of materials for civilian and defense purposes. Although bound to have an effect ultimately on the amount of these metals available for the manufacture of laundry machinery and equipment, the plan does not have a direct application to our industry.

A new 18-man Wage Stabilization Board has been set up. The way is now open for the first time in many weeks for the establishment of working principles and standards in the field of wages. Meanwhile, it is still possible to increase wages to hold your employees without former approval of WSB. WSB's regulation No. 6 allows increases up to 10 percent above the January 15th level. Copies of the regulation as well as forms for reporting wage and salary increases under it are available at all regional and district offices of the Wage-Hour Division of the U.S. Department of Labor, Regulation No. 6 allows increases for individuals only. WSB's general regulation No. 5 outlines the conditions under which it is permissible to effect wage and salary increases for groups of employees. At the present time the regional and district offices of the Wage-Hour Division are acting as field offices for WSB and any information pertaining to wage regulations and problems may be obtained there until such time as WSB establishes its own offices.

A compliance survey of a cross-section of each industry affected by the controls of NPA will be made by that agency to assure compliance with its regulations. Where deliberate violations are found, NPA will refer the cases to the Department of Justice. This is the general pattern which will be followed by all the defense mobilization agencies. The agencies do not have law enforcing authority of their own but the Department of Justice does have this authority and seems ready to use it when requested to do so by one of the defense agencies.

In connection with "earnings standards" for possible price adjustment, ESA has announced that no industry will be considered as entitled to an adjustment if its earnings do not fall below 85 percent of the three best years during the four year period 1946 through 1949. This may mean that the same formula may be applied to individual companies. However, no such conclusion can be drawn from any official pronouncements from Washington to date.









Top: The Little Rock laundry makes full use of signs on both the main and side streets. An aerial view would be about the only way to show the real size of most of these Little Rock plants

Above: Top men at the Little Rock Laundry are Owners Milton Loeb, Jr., Milton Loeb, Sr., and Harry Lasker

Top: Afternoon lighting fails to capture beauty of Imperial Laundry

Above: Imperial is justifiably proud of its employee relations, best proved by this honor roll showing years of service. On left are Sid Lowenfield, drycleaning superintendent, and E. C. Binkley, laundry superintendent. Owner Myron B. Lasker is on extreme right

Little Rock Tackles the Self-

Five efficient plants organize promotion campaign to out-service and out-price their washateria competition

SOMEONE IS GOING to compile a list of the most outstanding laundries in America one of these days, and when that happens there will be a lot of surprised people. The surprised ones will be those who have yet to visit Little Rock, Arkansas, for the Little Rock plants will be prominently mentioned.

Large or small, the Little Rock laundries have one thing in common, and that is the urge to do a bang-up job of laundering. They're all justifiably proud of the high quality work they turn out. This has been accomplished in spite of a price condition that leaves much to be desired. Efficiency is a must, and they really work at it.

The latest collective move of five of the town's larger plants has been to guard against a falling laundry market by offering the housewife a type of service that has been attracting her to the washeteria.

Investigation proved that the strong appeal of the washeteria lay in its quick service. Hubby could drop the wash off on his way to work, and for a few cents extra have it all dried and folded for pickup on his way home. The housewife could get along with a smaller supply of linens and kids' garments than was possible when she depended on the laundry's three or four-day service on family finish. Speed seemed to be the chief appeal of the washeteria.

The local washeterias had been advertising damp wash at eight pounds for 35 cents, and eight pounds

washed and dried for 50 cents. (The extra 15 cents per machine load was for drying.) This looked mighty attractive to the housewife, until the hidden charges came to light. The washeteria might conceivably wash nine pounds of her whitework in one of their eight-pound machines for 50 cents, all washed and dried. But if she sent in an eight or ten-pound mixed bundle and expected to get it done for the same price, she was in for a rude awakening. Even washeteria operators know enough to classify into fugitive, light, dark, and white for proper washing. At 50 cents a machine it might run up to around \$2.00 for what she thought would come to half a buck.

What They Did

The upshot of the whole thing was that these five laundries decided to give the housewife the type of service she apparently needed—a cheap, dry-fold bundle with pickup and delivery service on a 24-hour schedule. Instead of eight pounds for 50 cents, they decided on eight pounds for 49 cents with no charge for color classification—really eight pounds of dried and folded work for 49 cents. And, with pickup and delivery thrown in, they could put in anything but rugs, and get it back all dry and ready to put away.

Prices are based on weight brackets: first—eight pounds for 49 cents; second—16 pounds for 98 cents; third bracket—24 pounds for \$1.47, etc. If a customer





Top: Widely known Massery's Laundry

Above: W. T. Sitlington, owner of Massery's Laundry, is just recovering from a recent illness. He had to step into harness again when a flu epidemic knocked out son Joe and about half of the office staff during our visit





Top: The new Acme Laundry plant. Building is indicative of modern thinking, drive, of these progressive Little Rock launderers

Above: Owner Dabbs Sullivan, right, and his engineer Frank Callanen in Acme's new power plant, which is housed in a separate building at the side of the laundry

Service Problem

By LOU BELLEW

sends an 11-pound bundle she pays 10 cents a pound for each of the extra three pounds. A twelve-pound bundle would be classed in the next bracket price, as though she had sent a 16-pound bundle. Any bundle weighing over three pounds more than its proper bracket is charged the next bracket price.

Shirts are all pulled from the bundle and finished at the regular price. Every thing else is washed, tumbled, and folded. The name of the service is "Washette Dri-Fold Service."

On a Friday all five plants stated in simultaneous newspaper announcements that on the following Monday the new service would be available. The first week resulted in a total of 200 bundles, and after five months the average number of bundles for this service has hit 1,000 a week.

Results Demonstrated

All the participating plants believe that the results of this test demonstrate a great potential market for this sort of service among customers who, normally, have not used regular laundry service before. How many will grow into regular "all finish" customers remains to be seen, but the main thing is that these plants may have found an answer to the growing number of washeterias in this section of the South.

Nearly every one of these Little Rock launderers feels even more can be done than has been accomplished





Top: Growth of Majestic Laundry is apparent in the addition space taken over beside the original building on the corner

Above: Majestic owner, Julian Alexander became author's lifelong friend by grabbing up a copy of STARCHROOM as he posed for this picture

to date. For instance, seasonal campaigns among their routemen for other types of business have made it hard to sustain too high an interest in getting this Dri-Fold service.

Surely, if a casual sort of newspaper announcement can bring this much volume into these laundries, think what may happen if they suddenly decide on a shoot 'em up, razzle dazzle, all-out campaign! Little Rock will certainly bear watching in the future.



Left: Mary Gladys Nardine demonstrates the sport shirt pack which was endorsed by 60 percent of the customers receiving post cards. New shirt pack and postal promotion resulted in a 35 percent increase in sport shirt volume on the laundry side without a loss in sport shirt volume on drycleaning side

Mary Gladys Polls Her Customers

By LON FANALD

Plant builds excellent public relations by asking the customers what they want We have packaged your shirts in our new SHIRT PAI in an attempt to deliver them in better condition.

Be'd like to know what you think of this new way or packaging your shirts. Hill you please complete this eard and drep it in the mail?

(A I like it () I don't like it

Reserve May blood paleaure much annually annual fames your much annual fames your much shirt your may be signature.

Applaced Signature () I don't like it

Reserve and the state of the stat

Above: Two samples of the post cards returned by Progress customers

SUCCESS IN THE LAUNDRY BUSINESS (or any other business) depends on knowing what the customers want, and giving it to them. Mary Gladys Nardine is doing very nicely in the laundry business by applying these elementary precepts. She asks her customers what they want; they tell her; and she gives it to them.

When Mary Gladys finished college, she went to work in her father's Progress Laundry at Vincennes, Indiana. She worked in every department until she was familiar with the over-all operation. Then her father, A. D. Nardine, called her in and told her that she was running the place from here on, as he wanted to devote his time to his chain of super markets.

"I know we made changes that never would have been made if I had had more laundry experience," Mary Nardine said. "But the changes have resulted in a rounded service that has evened the year around plant load and delighted the customers."

Each time there was a question about adding a new service, Mary Gladys went directly to her customers for the answer. She had post cards printed asking their opinion. These cards were used as bundle inserts, passed out in the small towns by the routemen, and mailed out to a selected list.

By using the card poll the management not only gets the benefit of the customer's opinion, but goes a long way as well in advertising the new service and pleasing the customer.

"When a dress shop buyer calls me in," Mary Gladys said, "and asks my opinion on some new suits that have just arrived from New York, I am pleased as punch. If a sale isn't made at the time, the way has been paved for a later sale. We have found that the same principle applies to selling a laundry service."

Better than 50 percent of the poll cards sent out are mailed back to the plant. This is an unusually high percentage of returns, as a 10 percent return on an average mailing of this type is considered very good.

Based on the excellent results obtained from poll post cards sent out as bundle inserts, the plant has developed a first-of-the-week theater program which is proving very popular with customers.

The programs are sent out with all Saturday route calls and are fastened to all bundles and drycleaning



... measures Shirt Sleeves Automatically for Perfect Ironing

With the sensational new American FORMATIC Automatic Sleeve Finisher, each shirt sleeve is measured automatically to assure perfect ironing from shoulder seam to cuff. The bucks then go into pressure automatically in a "rocking-chair" motion, which keeps them aligned in accurately measured position. No chance of missing top or bottom portions of long sleeves, or over-ironing short sleeves.

Sleeves are dressed on the bucks of the FORMATIC Automatic Sleeve Finisher as easily and quickly as putting them on a sleeve form. Operator then merely touches padded knee Controls (A) and buck wings expand automatically.

The revolutionary new FORMATIC Automatic Sleeve Finisher enables operators to get higher production with more ease. It is available with new FORMATIC Units, which produce well over 100 high quality shirts an hour with only 3 operators. Or it can be installed in your present shirt unit.

Write today for complete information on the FORMATIC Automatic Sleeve Finisher, or ask your American Representative to tell you where you can see it in operation. You'll be amazed at what this remarkable new machine can do to improve your shirt finishing quality and production . . . For More Profitable Operation Through American's Advanced Engineering.

AMERICAN

LAUNDRY MACHINERY CO.

CINCINNATI 12, ONIO







Rural area routeman demonstrates the plant's well rounded service: a drycleaning order, a small laundry bundle, and a pair of shoes repaired. Each routeman has a different colored ticket and the drycleaning bag, laundry, and shoe paper is also of the same color. This cuts handling time and the routemen like it

bags on Monday. One-hundred free theater passes are also given out each Monday. One pass goes into each seventh to 10th bundle and on each 10th drycleaning order bagged. The 100 free passes cost \$7.50. The program, carrying Progress Laundry's advertisement on the back, is paid for by the theater chain.

By reaching out into the surrounding territory, a new and profitable market has been developed. Today seven routes are bringing 75 percent of the plant's volume from small towns surrounding Vincennes.

In developing the regular three-times-a-week route service for this area, customers are given bright red cards which they place in their front window when the routeman is to stop and pick up work. The card explains the many services offered by Progress, and serves as an advertisement in the home as well as a "flag" for the routeman's stop.

The plant operates a modern shoe repair shop as one of its services. Two shoe repair men are employed. This service was not added until it has been tested with the post card poll.

Another service which was tested and advertised with the post eard poll plan was a short sport shirt pack. Within two weeks after the short package was introduced, laundry sport shirt volume had increased 35 percent. This gain has held, without taking away from the sport shirt volume on the drycleaning side.

Progress Laundry has a 30-minute weekly musical radio program of popular and semi-classical songs. Mary Gladys Nardine writes the commercials for this program, basing them on the plant's slogan, "Let one call do it all." When it comes time for the broadcast. she and her sister Jullianne, both talented singers, go down to the radio station and sing the songs which have been selected for the weekly program.

This brings us down to the moral of this story, which is: if you have a laundry full of problems and a talented and charming daughter, let her do the worrying and you go work in a grocery store. You might be surprised at the results.

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YOUR LAUNDRY DOLLAR

Progress FLUFF-DRY Service

SHIRTS HELD NON-CRUSHABLE SHIRT PAX BY OUR NEW

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Phone 192

Progress' newspaper display advertisements stress economy of plant's services. Usually, as in this case, prices of two or three services are quoted to prove the point. Progress advertises in weekly newspapers in all the towns it covers

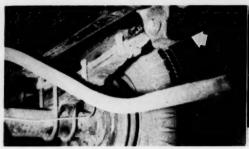


Maynard Casey, an experienced shoe repair man, has charge of the laundry's shoe repair shop





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Both springs are from ane-ton route trucks. The eye type, shown at left, costs about \$200 per truck to maintain. Free-floating type at right is practically trouble free due to almost unlimited give of this type of spring

How to Save Money on Truck Maintenance

Careful buying may save hundreds of dollars in upkeep of a single truck

By Edgar Parker

Editor's Note: Although the information contained in this article was provided by a bakery truck fleet supervisor, the trucks discussed are identical, both in usage and manufacture, with most of those used in laundry route operations.

The Fink Baking Corporation maintains its own repair shop. Labor and repair costs cited would, naturally, have been higher if the work had been done in an outside shop.

"PREVENTIVE MAINTENANCE begins with prepurchase analyses in selecting route trucks and bodies." That is the judgment of Martin A. Barton, working fleet supervisor at Fink Baking Corporation, New York City, who has devoted 35 years to automotive maintenance for manufacturers, dealers and fleet operators. For some years he has had the responsibility of maintaining a fleet of 50 trucks, delivering large but light, bulky payloads in the heavily congested traffic of Manhattan, the Bronx, parts of Brooklyn and to the busiest centers of Long Island. The costs and savings cited in this article are based upon his maintenance records.

The fleet he now maintains comprises three different makes of trucks and three different makes of higher, wider, oversized bodies. Some of these units are now 15 years old with 200,000 miles to their credit, and they still have the original bodies. Another group is about 10 years old and these units now sport their second bodies. The third group is of postwar 1-ton units with big bodies on short wheelbases.

In this article conclusions are based on the fact that the 15-year old bodies do not show the same corrosion costs as some of the later units, and on the further fact that there is a marked difference in postwar bodies' maintenance costs, due to differences in metal quality, thickness, characteristics, etc. Comparisons of structural features of the chassis are confined to postwar one-ton trucks, in the fleet Mr. Barton services, From these comparisons, it will be evident that he is a keen analyst of truck and body designs and construction and that he knows the causes of failures and the differences in maintenance costs of various designs, parts and accessories. Some of the modifications and improvements he has made to reduce maintenance costs have been adopted by truck manufacturers.

In Mr. Barton's experience, certain fundamental facts

- Frequent-stop deliveries in very congested traffic require sturdier trucks and bodies than normal truck usage.
- 2. That one make of truck costs less to maintain than another; that oversized kingpins, clutches, and brakes last much longer and cost much less for parts and labor; that some engines cost less than others to maintain due to better design, lubrication, cooling, etc.; that some spring designs cost less than others during a truck's lifetime; that some bodies corrode faster than others and that some bodies don't rust at all.
- 3. That analysis of the specifications and construction of trucks and bodies before purchase is the first step toward delivery economy and warrants setting up and adhering to your own minimum standards or specifications for your routes.

Kingpins

Some post-war trucks have 11/8 inch and some have one-inch diameter kingpins. In frequent-stop service, the light kingpins have to be replaced about every 20,000 miles at a cost of \$21.50 per set for parts and labor, or nearly \$200 during a truck's 200,000-mile life. The heavy kingpins last more than 50,000 miles without showing appreciable wear and cost \$22.50 per set for parts and labor, or less than \$70 for 200,000 miles. The difference between the two types of kingpins at the time of a truck's manufacture is trifling—less than \$1.00 per set. The few cents saved then can cost frequent-stop users more than \$100 during a truck's lifetime. It

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Manufacturers of Laundry Power Presses and Equipment

actually does save users even more because worn kingpins mean extra tire wear and less mileage per tire. Make sure of sturdy kingpins for multi-stop service.

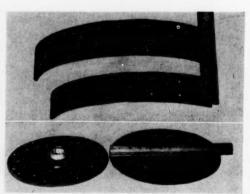
Brakes

Some of Mr. Barton's fleet of post-war, one-ton units have a larger braking area, front and rear, than their other one-ton, post-war trucks. The trucks with greater braking area do twice the mileage before relining, and scored drums are most unusual. Labor and materials for the larger linings, for all four wheels, average about \$17, or about \$100 during 200,000 miles. The larger brakes also are of more effective design and are easier to maintain. Skimpy linings average about 15,000 miles before relining and sometimes the drums are scored. necessitating regrinding or replacement. The cost for labor and materials is about \$28 for four wheels and as much as \$75 if new drums are needed. Assuming a 200,000-mile life of these trucks, that means \$300 a truck and even more when new drums are needed. Bear in mind, in this connection, that these trucks operate in heavily congested traffic and many sudden stops are necessary.

Expressed differently, his parts expense per relining is about the same (exclusive of drums), but the brakes with a larger area require about two hours less labor, due to their design, easier accessibility, and easier adjustability. Both shoes are equal in size and importance. They operate with a soft pedal, are centerlocking or self-energizing, and both shoes wear evenly.

The skimpy brakes have a primary shoe and a secondary shoe, and experience shows that the primary shoe does most of the work. With less total lining surface and one shoe carrying most of the burden, the linings wear out sooner, hard pedaling is natural, and scored drums result—at least that is the case in frequent-stop service in heavily congested traffic.

By specifying greater braking area in buying trucks, a saving of more than \$200 per truck is possible.



Top: Of these two brake linings, the larger may wear twice as long.
Above: Use of larger clutch may save \$100 in truck upkeep

Clutches

One-ton truck specifications show that some have larger clutches than others. Mr. Barton's experience shows that the smaller clutches have to be replaced in 20,000 to 30,000 miles, costing about \$23 for parts and labor, or about \$175 during a truck's life of 200,000 miles. Oversize clutches do 60,000 miles and more before replacing, saving about \$100 per truck.

Springs

It is easy to blame spring breakage on ruts and cowboy driving, but the design is often the real cause of the trouble. Some rear springs have an eye at each end through which the bracket bolt passes. When the truck is loaded, the spring naturally flattens and stretches. The rear shackle has a limited amount of give. When a loaded truck hits a rut or other obstruction, the give of the shackle is sometimes not enough, and broken springs result. In a severe strain, both rear springs go. Mr. Barton points out that parts and labor run to about \$50 for the repair, or as much as \$200 during a truck's life.

This type of bracket sometimes results in a broken spring a month per truck and requires replacing of shackle bolts every 10,000 miles. Mr. Barton had special rear bracket bolts made up that are longer and have a special provision for lubrication. The extra length permits use of two or three shackle plates on each side instead of the one plate furnished as standard. These special bolts have reduced spring failure frequency with the type of spring described. But their other post-war, one-ton trucks have a better rear spring construction—the rear end of the spring is free floating. This affords almost unlimited give or stretch. These free floating rear springs have practically eliminated rear spring breakage for Mr. Barton and also the rear end damage experienced with limited stretch springs. The savings in parts and labor are obvious.

Rear Ends and Transmission

Besides rear end trouble caused by restricted spring stretch, resulting in spring breakage and damage to rear ends, some post-war, one-ton trucks have light transmission gears and light rear ends. According to Mr. Barton there is one way to avoid the resultant maintenance expense: when buying trucks check carefully on transmissions and rear ends to make sure of sturdier units that can handle the torque required. The savings will greatly exceed the extra first cost. It is axiomatic that frequent-stop deliveries in congested traffic need sturdier transmissions and rear ends than one-ton trucks for ordinary conditions.

To illustrate, Mr. Barton cited the following: in both makes of post-war, one-ton trucks they operate, the transmission shafts are the same size and apparently the same make. They are inter-changeable. In the sturdier transmission the sliding gear used in 1st and reverse weighs more than twice as much and has a leverage of 2½ inches compared with 1% inches of the skimpy gear. Basically, the two gears are the same in diameter, teeth and quality, but the sturdier gear has a balance or shoulder on one side that gives it greater weight, leverage and efficiency.

Rear ends likewise differ in sturdiness or the lack of it. Parts books help with their specifications and illustrations, but if you make it a point to inspect the transmission and differential parts before buying, you'll have smaller maintenance bills to o.k. later.

You may not feel up to judging these details in buying trucks but your mechanic can tell the difference and should be able to explain the dollars and cents difference in maintenance.

Tires

Assuming that you buy first grade, good brand tires and assuming proper inflation and attention to cuts and bruises, you can still have high tire cost and low tire mileage due to:

1. Loose, worn, under-sized kingpins.

(Continued on page 20)

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Laundries consistently report cleaner, whiter clothes and reduced soar communition when they use Dow Sodium Orthes seat Cleaning Compound.

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CHEMICALS

INDISPENSABLE TO INDUSTRY

(Continued from page 18)

- 2. Faulty springs and spring shackle construction.
- 3. Wrong type shock absorbers.
- 4. Inadequate brakes.
- 5. Under carriage failures.
- Disc wheels that make inflation difficult with rubber stem inner tube valves.

To illustrate, in frequent-stop service one make of post-war truck averages 23,000 miles before recapping tires, whereas another make of post-war truck on the same type of route with the same conditions of traffic, stop-frequency, payloads, etc., is consistently doing 30,000 to 35,000 miles before recapping. He has gotten 45,000 miles before recapping on trucks whose standard equipment includes larger king-pins, over-sized brakes, more efficient shock absorbers, better spring mountings, etc. Nearly 50 percent more miles per set of tires speaks for itself in dollars and cents, and there is a saving in lower costs of maintenance that sturdier and more efficient construction assures.

Engine Efficiency

With one design of engine, valves burn out every 18,000 miles. In another type engine the valves last indefinitely, relatively speaking, with less maintenance and better mileage per gallon of gasoline. Often low mileage per plug, valve, quart of oil (also per gallon of gasoline) is due to the engine running hotter in spots, and this, in turn, often results from insufficient lubrication, faulty cooling, etc.

It is easy to assume that a given orifice will permit the desired circulation of lubricant, gasoline, water, etc., but maintenance and failure inspections show that in practical operation, with changing oil temperature conditions, the orifices should be larger.

To illustrate: the engine cooling system is designed to bring adequate cooling to each cylinder. Some water pumps are at the front; others feed into the cooling system at the middle. In either case the nearest cylinders to the pump have smaller orifices or passageways, and less cooling than the more distant cylinders.

On paper and on the block test, the cooling provisions may be adequate, although it is obvious that the front end pump has more obstacles to overcome than the water pump located at the middle of the block. But, in practical operation, a certain amount of rust from the radiator enters the cooling passages; ingredients in the water also accumulate; and even minute particles of hose may get into the water flow. These foreign substances adhere to the sides of the passageways, especially at the cylinder head gaskets. Just look at the water passages and the head gasket openings the next time an engine is taken down. Foreign substances decrease the size of the orifices and, in effect, insulate the cylinders against the cooling water; therefore, the engine develops hot spots and some valves burn and crack while others do not. Mr. Barton took an engine that was burning and cracking valves about every 18,000 miles and made changes to eliminate the cause. Result: after 54,000 miles not a single valve has burned or cracked. He did not change the pump location. He used the same make of valves. He made similar modifications to insure better lubrication and gasoline flow.

He naturally asks, "Since other post-war trucks don't require this extra work and expense, why shouldn't all truck manufacturers help users save money by designing units that will function as well in actual use as they do in factory tests?" Meanwhile, in buying new trucks, it pays to check up on oil and grease and water passages, carburetor percolator holes, and timing chain lubrication.

Body Costs

Since some bodies in Mr. Barton's fleet have stood up for 15 years in hard service, whereas other bodies in the fleet have had to be replaced after five or six years of service, it follows that pre-purchase analysis of body materials and construction are important in cutting delivery costs. Both truck users and body shops tell of body reconditioning jobs that ran to \$500 and \$600 during and since the war.

The first cause is body metal, according to Mr. Barton. Sometimes it is too light and too brittle, which is bad in ordinary strains and stresses, especially at the body mounting points, and is very bad in case of severe bumps, accidents, etc.

Brittle metal lacks resiliency. It fails to bounce back or to tap back easily and also cracks badly. Some body metal rusts sooner and more then other body metal due to a difference in the weight and quality.

But there is the added cause of faulty construction. During the war, it was evident on every well traveled street that truck bodies were suffering from corrosion starting in out-of-sight places. Tracing this corrosion usually showed:

- Failure of the manufacturer to prevent moisture access.
- Mouldings and rub rails open at the ends or otherwise accessible to water seepage, dust, salt, grit.
- Resting places for moisture and dirt between body panels and mounting channels.
- Cross ribs with open ends under the body floor, permitting moistare to enter the rib and rust it through.

Undercoating has been stressed for both bodies and chassis. Mr. Barton believes it is a good thing, but it is not the complete answer. If you undercoat or buy undercoating, remember that it takes ½" of thickness to afford real protection. Secondly, if you undercoat metal that is too light, too soft, or too brittle, you can expect cracks or holes at dents, and once rust gets a foothold you are in for trouble. Also, remember that undercoating may not seal spaces between the outer panelling and the mounting channels, and will not seal open cross ribs, applied mouldings, open rub rails, etc. It is very important in undercoating to completely seal the body mounting points, lest the supports or the bolts rust through.

Mr. Barton points out that these and other conditions indicate why some bodies cost too much to maintain. He feels thicker body metal is essential to withstand corrosion, strains, stresses, etc. Alloys that combine light weight resiliency, and are rustproof cost more to buy, but much less to maintain. He believes that the end of present restrictions will see a decided swing to better body construction, with rust-proof metals in the lead. Another desirable feature he favors for oversized, higher bodies is divided side panels, so that the lower half (where damage usually occurs) can be replaced without replacing the upper half where costly lettering and decals are located.

Mr. Barton also reports that door handles and hinges will repay close scrutiny in buying. Replacements cost too much and, therefore, sturdy handles and hinges belong in your specifications.

Summing up, Mr. Barton says: "A good mechanic can keep a good truck good economically. But he can only keep poorly selected equipment running by spending far more for improvements and repairs than should be necessary. If you will study the possible savings that can result from wise selection of delivery equipment, you will realize that preventive maintenance begins with pre-purchase analyses of trucks and bodies."

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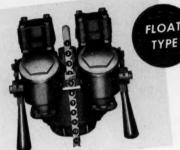
"Standard" 150-Gal. (1½ x 2", 2 x 2", 2 x 2½", 2 x 3")

(21/2 x 21/2", 21/2 x 3") 300-Gal.

"Master"
13" inlet at back or side, 4" outlet)

Measures flow of water into washer in gallons.

Operator sets dial for number of gallons of water
desired in washer, then raises valve handles to open
washer. When resets number of spillons have been valves. When preset number of gallons have been admitted to washer, valves close automatically.



Two Models:-

"Standard" (1 ½ x2", 2 x2", 2 x2½", 2 x3")

"Detroit"
(2 1/2 × 2 1/2", 2 1/2 × 3")

Measures flow of water into washer in inches of bath level. Operator sets indicator on measuring red for height of water desired in washer, then raises for height of water desired in washer, then raises valve handles to open valves. When water in washer valve handles to open valves when water in washer valve present height, valves close automatically.

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Board of directors in executive session on opening day of meeting are, left to right, standing: Lawrence C. Kline, John Isaacs, Herbert V. Hedeen, Jack J. Felman, Samuel B. Shapiro, William B. Hurlbut, James S. McCloskey, Richard T. Moore, and Joseph A. Robertson. Seated: Ray Bartholamew, Jack A. Quigley, Arthur R. Chambers, Mac Struminger, Stonley J. Posner, J. M. Weinstein, and Samuel Miller

Linen Suppliers Meet in Florida

By JAMES A. BARNES

EVERY YEAR SINCE World War II the annual convention and exhibit of the Linen Supply Association of America has attracted a larger turnout than the preceding year. This year was no exception. A record breaking crowd of 713 linen suppliers, towel suppliers and allied tradesmen registered at the Hollywood Beach Hotel, Hollywood, Florida, April 15th-18th, for an outstanding

program of speakers on subjects of interest to the industry and a generous helping of the recreational activities that go with Florida sunshine.

"We are not too surprised," said Moe Struminger, retiring president of the association, "although some persons last year thought that we would have a drop in attendance as a result of coming to Florida. It goes to



Seated at speakers' table at Tuesday luncheon, left to right: AlL director Sam Wix; Arthur R. Chambers; William B. Burruss; John Isaacs; Moe Struminger, and Samuel Miller



Linen supply members holding informal discussion in hotel lobby, left to right: Herman Gitlow, Philadelphia; Dave Punyon, Jersey City; B. Cutler, New York; Richard Stritch, Coral Gables, Fla.; Joseph I. Simon, New York; and David Freeman, Trenton, N. J.



THE Memphis Steam Laundry . . . the finest and largest south of the Mason-Dixon Line . . . have replaced their former equipment with the latest ELLIS Air-Controlled All-Metal Washers and Extractors . . . standard and unloading types.

This investment is already paying big dividends in man-hours saved, better quality work, and increased production, which is now running above 325,000 pounds a week on single shifts. The savings in maintenance and repairs alone are paying for the machines in a short time.

Since this installation was made, the demand for Memphis' Quality laundry work has been growing, and additional ELLIS units are now on order.



HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.



Some of the speakers at the meeting. Top row, left to right: Lawrence C. Kline, Philadelphia, ESA's Max L. Feinberg; and Ralph C. Janoschka, Bureau of the Census. Bottom Row: Robert H. Wayne, Kansas City, Mo.; Louis B. Shipper, Trenton, N. J.; and Dr. Walter A. Eggert, Chicago

show that when business is combined with pleasure in just the right proportions, and in the right place, members will turn out in large numbers."

A novel method of attracting attention to each booth on the exhibit floor was successfully employed. Upon registering every delegate was presented with a key. Each booth had a padlock fixed to a part of the display. A certain number of keys fit one of these padlocks and handsome prizes were offered to any delegate who could open one of the locks. The result was that every delegate made at least one complete round of all exhibit booths during the convention.

Presiding at the opening business session on Sunday morning, President Struminger chose as title for his annual report to the membership, "The Association Marches On." Samuel B. Shapiro, manager of the association staff, then led his staff group in a comprehensive report on association activities during the past year. This report was illustrated by a slide film. Stanley I. Posner, general counsel of LSAA, brought members up to date on activities in Washington which affect the industry and Jack A. MacInness, sales manager, Pennsylvania Coat & Apron Supply Co., Philadelphia, Pa., spoke on "Selling Linen & Towel Service."

Sam Shapiro presided at the Monday morning session which opened with a showing of "The Case of the Lido Grill," the first of the association's two color sound-slide films for linen and towel supply routemen and salesmen. The next speaker was Ralph C. Janoschka, chief of service trades section, Bureau of the Census, Washington, D. C., who described the potential market for linen supply service as revealed by the



New York attorney Jacob Landau gives delegates some advice on the problems of area pricing





Retiring LSSA president Moe Struminger, left, congratulates newly elected President John Isaacs

recently released 1948 Census of Business Area Bulletins. "Selecting the Right Routeman and Salesman" was the subject of a talk by Dr. Walter A. Eggert, chief psychologist, Lumberman's Mutual Casualty Co., Chicago. This talk was illustrated by a slide film and copies of a personnel test devised by Dr. Eggert and his associates for LSAA members to use in testing and classifying routemen and salesmen according to aptitude. Max L. Feinberg, chief of service trades branch, Economic Stabilization Agency, Washington, D. C., was the concluding speaker of the morning. He brought to members some valuable background information which will be helpful in appraising future price regulations and rulings as they emanate from Washington.

LSAA Secretary Herbert V. Hedeen presided at the third session on Tuesday morning. "Return to the Lido Grill," the second of the association's color sound-slide films for routemen and salesmen, was shown. Dr. Pauline Beery Mack, director of Ellen H. Richards Institute, Pennsylvania State College and her associate, Joseph C. Sherrill, presented an illustrated discussion on "Better Washing Methods," at which copies of a special convention issue of a linen supply fellowship report on test bundles were distributed among the audience. The session was brought to a close with a panel discussion on linen use and conservation. Panel Chairman Lawrence C. Kline, Kline's Coat, Apron & Towel Service, Philadelphia, was assisted by participants Robert H. Wayne, Wayne Towel & Linen Supply Co., Kansas City, Mo., and Joseph C. Sherrill.

William B. Burruss, noted life insurance salesman of Coral Gables, Florida, addressed the luncheon gathering on "Shakespeare the Salesman," following which the only afternoon session of the convention was held to discuss area pricing. This forum was under the chairmanship of Jacob Landau, New York attorney.

Featured at the final session on Wednesday morning was a panel discussion on improved production methods under the chairmanship of James J. Lane of Stevenson, Jordan & Harrison, Inc., Chicago. Participants were Mr. Lane's associate C. M. Stanley, and Charles C. McDonald, Office Towel Supply Co., Buffalo, N. Y. "Imagination in Business' was the title of the talk by Nathan Howard Gist, New York journalist.

The following members were elected officers: president, John Isaacs, City Towel Service Co., Detroit;



Seated in cocktail lounge during a brief respite from official duties are, left to right, Mr. and Mrs. Samuel B. Shapiro, Mrs. Herbert V. Hedeen, and Mr. Hedeen



Participants in panel discussion on improved production methods, left to right: James J. Lane, Chicago; C. M. Stanley, Chicago; and Charles C. McDonald, Buffalo, N. Y.

vice-president, Arthur R. Chambers, Queen City Linen Service, Long Beach, Cal.; treasurer, Samuel Miller, Independent Towel Supply Co., Cleveland (re-elected); sergeant-at-arms, George Schneider, Brew-Schneider Co., New York City. New directors are: Lawrence C. Kline, Kline's Coat, Apron & Towel Service, Philadelphia; Charles W. Maryatt, American Linen Supply Co., Seattle, and Joseph A. Robertson, Rutter's Linen Service, Inc., Lawrence, Mass. Ray Bartholomew of Selmier-Peerless Towel & Linen Service Co., St. Louis, was reelected to the board. Directors whose terms expire in 1952 are: Manford Meltzer, Central Coat, Apron & Linen Service, New York City; Jack A. Quigley, Chicago Towel Co., Chicago; Moe Struminger, Clean Linen Service, Inc., Pittsburgh; and I. M. Weinstein, National Linen Service Corp., Atlanta.

At the luncheon concluding the convention, testimonial plaques were presented to retiring President Moe Struminger, Directors Jack Felman, James S. McCloskey, Richard T. Moore, and Sergeant-at-Arms Nathan Lichtenstein for their outstanding service to the association.

Space does not permit a detailed description of the many entertainment features which studded the busy afternoons and evenings. To mention only two, the showing of "Lion Hunting In Africa," a motion picture made by one of the association's members, W. R. Carter, Los Angeles Towel Service Co., and the golf tournament is doing small justice to the entire program. First three prize winners for low net in the tournament were Robert Maslow, 75 gross, 3 handicap; Maurice Maschke, Jr., 88 gross, 16 handicap; and Joseph Robertson, 91 gross, 18 handicap—for a 72. Prizes were also awarded for second and third place winners, scoring the most "fours," blind bogey winners and booby prize.

Following the convention a group of 123 delegates took a four day cruise to Cuba. We understand that there is strong sentiment to make the post-convention cruise a regular feature of future conventions. Next year the convention will be held May 18th-21st at Hotel Statler, New York City.



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Exclusive Huebsch "Spun-Lock" Cylinder construction insures a longer life of drying service.



npact construction . . . Huebsch ablers, used individually or in attery, cost less to run and ntain. Low initial cost.

Saves labor, maintenance, power, fuel

Huebsch invented the Open-End Tumbler in 1932. Since that time, Huebsch designers improved and perfected this machine to its present unequalled efficiency.

Huebsch Tumblers are designed for super duty. Sturdily built to take the day-after-day punishment of drying capacity loads . . . streamlined to save floor space and make your operator's job easier and quicker.

Every design feature has been proved practical. No fancy trimmings...no unnecessary panel housings to make maintenance difficult. Important parts such as the motor, reduction drive and coils are in the open so that they can be easily serviced.

Everywhere, Huebsch proved performance... and Huebsch well-known acceptance...make Huebsch the wanted tumbler.

Open-End Tumbler Handkerchief Ironer and Fluffer Automatic Valves Feather Renovator Double Collar Shaper and Ironer Garment Bagger Cabinet and Garment Dryers Washometer

1951 reasons why new Metros fit your multi-stop delivery requirements



If you're wondering how to step up multi-stop delivery efficiency in the face of 1951's demands for getting work done at lower cost and with less manpower, remember this:

New Internationals with Metro bodies offer even greater efficiencies than the Metros that solved so many delivery problems in the toughest years of the '40's. Here's why:

- 1. \$11,000,000 Silver Diamond engine. New power and pep as well as new thrift and economy are built into the new valve-in-head Silver Diamond power plant. You get a full-pressure lubrication system, micro-finish main bearings, 100% counter-balanced crankshaft, and other advancements.
- 2. Faster deliveries. You make better time in city traffic. Improved steering, short overall length, and wider front axle tread enable you to thread more easily through narrow streets, park more easily in cramped spaces, and turn more easily in the shortest practical circles.
- 3. Easier loading and unloading. Lower Metro floor height makes the driver's job easier, saves extra time and effort in making deliveries from front or rear. In addition, the Metro interior provides increased ceiling room for easier, faster stacking of bundles.

- 4. Increased driver comfort. Drivers sit in foam-rubber comfort on a roomy seat, get full front visibility through five large glass areas, enjoy more positive steering control as well as greater maneuverability from a more comfortable driving position.
- 5. Heavy-duty engineered stamina. Even the smallest Metro has extra strength built into every part. You get the savings in operation and maintenance and the long life that have kept Internationals first in heavy-duty truck sales for 19 straight years.
- 6. Choice of 6 different models. Six different models in the Metro line assure you exactly the right truck for your delivery operation. GVW's range from 5,400 to 11,000 lbs.; body capacities, from 235 to 375 cubic feet.

Get the complete information about America's most popular multi-stop delivery truck. See your nearest International Truck Dealer or Branch, soon.

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The best builder when economy is important



Here's an active soap builder that keeps costs down when wash loads are up. Built especially for laundries interested in low-cost washing under difficult plant conditions, economical Wyandotte O-S* gives highest detergency. And a little O-S goes far. It is anhydrous and does more washing per pound than is possible with builders that contain water!

If your operation calls for high-speed, low-cost washing of all classes of white and colored cotton and linen, you can't afford to be without Wyandotte O-S. Call your Wyandotte Representative or Supplier for a demonstration in your plant. P.S.—Do you have a washroom problem of any sort? Write Wyandotte for free technical information and service.

Wyandotte O-S

- · Gives high detergency at low cost
- Comes in a granular, dustless, free-flowing form
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THE WYANDOTTE LINE — builders and detergents: Arloc, O-S, Choctaw, Apache, Pawnee, Yellow Hoop, 33, Color Spark, Skortex, Clomak; sours: Sourflo, Klera-Cid, Sour-Tec; deodorant: Steri-Chlor. In fact, specialized products for every cleaning need.

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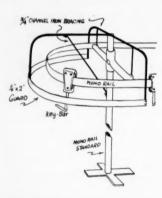


Rhapsody in Bellew

I DON'T KNOW whether to laugh or cry-it's like watching your mother-in-law drive your new car off a cliff. I just can't make up my mind how I feel. You guessed it. I'm doing this month's column in a hotel room. Nice and quiet . . in a pig's ear! I think I'm next to the bridal suite. From the sound of things they're trying to put the bridle on her. One of the horsey set, no doubt. Sort of a Side Saddle Sue-the sulky type, y'know. I hear her fodder's the mare of Little Rock, and her mudder's feeling her oats. You can tell that by her carriage . . . wow! Quite a wedding-silencers on the shotguns. This is certainly an education for me. I always thought the old man gave the bride away; in this case the groom is trying to give her away 'cause the best man gave her away.

Monorail guard rail

Well, back to the mines. Here's the first time I have ever seen a guard rail around the end of a keybar monorail. Just saw it here in Little Rock, Arkansas. (All but two



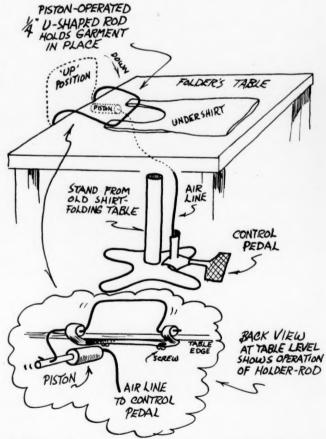
of these ideas, by the way, are from Little Rock, city of beautiful laundries. But my notes are so mixed up that I'm afraid to give credit to any one of these fine plants for fear that I'll slight someone.)

The guard is shaped to fit the curved end, and is held a little way out from the monorail by 34-inch channel iron fastened to the top of

the monorail support post. To be sure that the employees see it, it's painted a bright yellow. This item should particularly appeal to anyone who has ever been knocked silly by a free-wheeling trolley.

Fold table improvement

To simplify the folding of tumble-work, see what you think of folder can work the control pedal easily. The air line leads from the control pedal to a small piston underneath the back edge of the table. When the hard-to-fold items are laid in the proper position, the girl steps on the control pedal. Down comes a U-shaped section of 1/4-inch rod which holds the garment in position while it is pulled and



this refinement for the folding table. The stand from an old discarded shirt-folding table has been set in place under the tumble-work fold table in such a position that the

straightened for easy folding. Then she takes her little fat foot off the pedal and the holder snaps back up until she needs it again. The gadget, in this case, has greatly im-

REINFORCED CROSS BARS! THE MIRACLE LAUNDRY NET

WE DARE YOU CARSON SPUNYLON NET!



that's made of

100% DUPONT NYLON

but • LOOKS LIKE COTTON!

• FEELS LIKE COTTON!

• WEARS LIKE IRON!

TEST CARSON SPUNYLON AT OUR EXPENSE!

Order a trial dozen today — test CARSON SPUNYLON NETS in your plant. If after a test run you are not convinced that this is the greatest achievement in nylon laundry nets, return the unused portion of your order for full credit! It's as simple as that! You'll never know the savings and higher production achieved with CARSON SPUNYLON NETS until you've tried — so take up this challenge today — we take all the risk!

100% DUPONT NYLON! SOFT AS COTTON! Saves Chemicals! Increases Production! Economical!

● SOFT AND EASY ON THE HANDS . . . pins and loads like a cotton net! ● NO SOAP OR CHEMICAL ABSORPTION . . . saves costly supplies! ● LINENS WILL NOT DRY OUT if hung in CARSON SPUNYLON NETS (unlike ordinary filament nylon nets!) ● SIDES AND BOTTOMS WOVEN TUBULAR . . . not sewed! ● LIGHT WEIGHT . . . increase wash-well payloads up to 25 per cent!

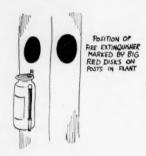
Backed by more than 25 years of laundry textile manufacturing "know-how!"

2401-2415 S. WATER ST. PHILADELPHIA 48, PA. 1 accept your challenge! Have my jobber send me doz. CARSON SPUNYLON NETS, with the understanding that I may obta full credit if my first tests do not convince me of their superiority. A jobber is NAME ADDRESS.	CARSON	TEXTILE CO., INC
CARSON SPUNYLON NETS, with the understanding that I may obta full credit if my first tests do not convince me of their superiority. A jobber is NAME		
NAME	i accebi Joor cualiendes	nute my judget send me
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ADDRESS	CARSON SPUNYLON NE full credit if my first test	TS, with the understanding that I may obtains do not convince me of their superiority. M
	CARSON SPUNYLON NE full credit if my first test jobber is	TS, with the understanding that I may obta to do not convince me of their superiority. M

proved the quality of the folding. The girls soon learn to coordinate the actions of their feet and hands, which results in less fumbling with the various pieces in their efforts to get a good square fold.

Extinguisher markers

Some things seem too trivial to mention, but where fire is concerned, anything that will make the

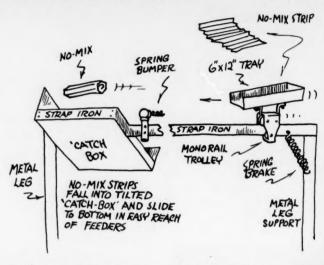


extinguishers stand out is worth comment. In one plant I found my attention directed to the fire equipment every time I looked up. The posts and columns in that plant which support fire extinguishers had each been decorated with a circle of red paint about eight inches in diameter. These red emblems stood out better than if the posts had been painted solidly in that color. I couldn't figure it out until I suddenly realized the lighter color of the posts acted as a contrasting background to the red circles.

Monorail returns no-mix strips

Here's a cute little carry-back for those no-mix strips. A monorail trollev that was dropped on the concrete floor (an accident which broke the bar off) is used to support a little homemade six by 12inch tin tray. The girl at the fold side rolls the no-mix strip into a cylinder-shaped roll and places it in the little tray. This tray is then pushed up a slightly inclined monorail, made of 1/4 by two-inch strap iron, to the feed side of the ironer. Here a short nipple of pipe has been bolted to the monorail, and topped with an elbow joint into which has been fitted a fairly strong coil spring. When the trolley strikes this spring bumper it stops suddenly, and the no-mix strip sails into a sloping catch-box, and slides down within easy reach of the feeders

This is being used on one of those big cylinder-type ironers, where a



straight track wouldn't be so easy to operate. Made of lightweight strap, the monorail is curved slightly to clear the protruding end of the ironer. By the way, I'm either awfully dumb, or a lot more of you than I haven't thought to use a coil spring in the application shown in the drawing—to act as a break on the return end of such a conveyor.

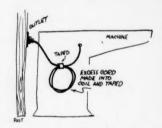
Repair-table reel

What next will I see in a cleaning department! Here's a junior-size bike wheel, 24-inch I think, that has been converted into a little reel to hold shoulder pads at the repair table. All the spokes were removed from one side of the wheel to simplify the job of clipping the button bags and shoulder pads to the spokes that remain. A metal brace from a nearby post holds this

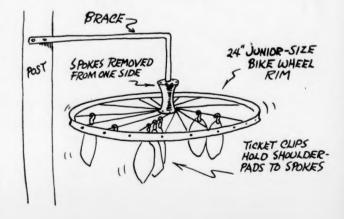
miniature reel at a convenient working height.

Coil excess cord

Strictly a suggestion for a little more neatness around the plant.



Where there is excess electrical cord from the outlet to the machine, try coiling the excess into a small coil



GOOD SOURING — GOOD COLOR

When sodium bicarbonate in zeolite-softened water is left in fabrics, the heat of ironers and presses expels part of its carbon dioxide content—converting it to soda ash. Alkalinity, as high in pH as soda ash, reacts with the cellulose of cotton fabrics to produce a yellow-to-brown color—especially in starched work—and ruins a good blue job.

FABRICS ABSORB BUILDER ALKALINITY, TOO

Bicarbonate is not the only alkalinity that has to be soured out of clothes. Unrinsed builder alkalinity has to be, too. Obviously, this fabric-held builder alkalinity will contribute to poor color the same as bicarbonate alkalinity unless it is removed by souring.

BETTER RINSING — SIMPLER SOURING

Rather than depend upon a sour to rid the load of quantities of unrinsed builder alkalinity, though, how much more sensible it is to use a builder that will rinse thoroughly and minimize this alkali residue in fabrics!

There are different rinsing properties among builders. Thorough, rapid rinsing is assured, for instance, by the colloidal activity of ESCOLITE.

ESCOLITE rinses quickly and completely because it doesn't penetrate cloth fibers as it cleans them. Colloidal "surface scrubbers" in ESCOLITE wash the soil off fibers — not into them.

Your Cowles Technical Man knows how to simplify your rinsing — with ESCOLITE. Let him show you a snappy job of washing — with a safe minimum of rinsing — with no fiber-etching — using ESCOLITE. You can reach him through your Cowles Dealer or by writing us direct.

"Souring For Quality" is completely discussed in Cowles Laundry Tips. We'll be glad to send it to you.

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Your Resillo jobber is trained to help solve your maintenance problem. Call him today.

PRESS PADS
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and taping it together to keep it off the floor. I've found that it not only looks better, but it keeps passersby from possibly jerking the connection loose.

Shirt unit identification

Now here is a clever deal which I saw at Ray Pell's laundry in Houston, Texas. To make it easier



EMBOSSED PLATE UNDER COVER CLOTH, NEAR LOWER EDGE

to identify which shirt comes off of which shirt unit, a small embossed plate is fitted under the cover cloth at the lower edge of the collar press at each shirt unit. This embossed strip is made from one-by-six-inch strips of copper bushing. As an example, for the #4 shirt unit the strip

bears three or four 4's to be sure that one or another makes a legible mark. This number shows on the back of each shirt's neckband, and is hidden by the collar during ordinary wear. The idea has Ray's blessing since it not only aids the repair department to match the shirt with the proper lot, but also puts the finger on the unit responsible for any deviation from the plant's high standards of quality.

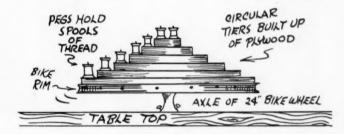
Spool holder

Here's still another use for Junior's bike, in case he gets out of hand. Use it to hold thread for the sewing lady. The one I saw had the spokes all removed from one side, and the de-spoked side of the axle had been fastened to the top of a little stand at the side of the sewing machines. Circular disks of plywood, each smaller than the one

beneath it, had been stacked on top of the wheel and fastened securely. It made a regular pyramid of disks, with pegs to hold the spools. I never saw so many spools of thread in my life.

Pre-Tumbling for Fast Finishing

While this doesn't exactly lend itself to illustrating, it bears mention here. It's on the matter of finishing sport shirts and heavy garments. Many operators of smaller plants have complained to me of their trouble in turning out these items in a dry, acceptable manner without a lot of wasted time, especially where the press operators are on incentive. This plant, like many other production laundries with an eye toward quality, is pre-tumbling these garments so that they have just the right moisture content for proper finishing.



Massachusetts Meeting Features Route Selling

OVER 200 LAUNDRYMEN and allied trades representatives from Massachusetts, Maine, New Hampshire and Rhode Island convened in Boston on April 6th and 7th for the 40th annual convention of the Massachusetts Laundryowners' Association. At the opening session on Friday afternoon, the general business of the association was conducted, followed by election of officers. Fred A. Blake, Henry W. Kruschwitz and Keelan S. Milbury were re-elected president, vice-president and treasurer respectively. Harry A. Walles, Family Laundry Co., Malden, Mass., was elected secretary of the association. The entire slate of directors was re-elected

to serve another term. The afternoon session concluded with a talk on group insurance by Frank Abbott, field representative of a leading Boston insurance firm.

Highlight of the convention was the sales conference on Friday evening. Somewhat of a record was marked up as more than 400 routemen, other sales personnel, and their wives filled the ballroom. Keying his remarks directly to the routeman's sales problems, Albert Johnson, secretary-treasurer of AIL, discussed the AIL Seal of Approval program and the benefits that come to the routeman who understands the program and uses it effectively as one of his sales tools. The talk was il-







Above left: Fred A. Blake, MLA president, introducing the speakers. Above center: Albert Johnson, AIL secretary-treasurer, addresses the same group. Above right: Dr. Harvey E. Kimball addressing the group of routemen

WHITEHOUSE'S SENSATIONAL, NEW

ADS-SIFES COVER CLOTH

Here's a new development every progressive laundry and dry cleaning operator will want to investigate!

It's Whitehouse ADS-LIFE—a new nylon cover cloth with amazing durability. This remarkable all-spun material—developed after extensive research—is especially designed for the laundry and dry cleaning industries.

LASTS MUCH LONGER

Operators who have used it tell us it is ideal for uniform presses, coat and apron presses, linen supply presses and overall presses. In fact, it may be used for any purpose where extra durability is important. Try it! See if you've ever tested a cover material that comes close to matching ADS-LIFE for long wear.

Its long-lasting qualities can save you money in reduced replacement costs, save time and speed production on your press work.

OTHER WHITEHOUSE PRODUCTS

Have you tried the other money-saving Whitehouse nylon products? For shirt presses, you can't beat KEMPRO and 3025C cover cloth—both more color-fast than ever thanks to an improved treating method. And remember "Blue Streak" nylon nets—now standard for the industry. Ask your jobber for more details—especially about ADS-LIFE.

WHITEHOUSE PRODUCTS, INC.

360 Furman Street, Brooklyn 2, N. Y.



Group, including more than 400 routemen, other sales personnel, and their wives, attending the sales conference Friday evening



Seated at the speaker's table at the Saturday luncheon of Massachusetts Laundryowners' annual convention are, left to right: Ralph K. Oxton, assistant manager, MLA; Robert S. Hawthorne, executive vice-president, Connecticut Laundryowners' Association; R. Franklin Weller, secretary, Launderers' and Cleaners' Association of Rhode Island, Irving Kelley, president, Allied Trades Association; Henry Wolley, secretary, MLA; Dr. H. W. Stiegler, director of research, American Association of Textile Chemists & Colorists; Gordon L. Rayner, manager, MLA; Harold K. Howe, All Washington representative; Fred A. Blake, president, MLA; Albert Johnson, secretary-treasurer, All; Henry W. Kruschwitz, vice-president, MLA; Charles O'Reilly, vice-president, Massachusetts Safety Council; Clifford Fohlston, executive director, Massachusetts Council of Employment Security; Arthur C. Stevens, All director, District No. 10; Robert W. Morin, president, New Hampshire Laundryowners' Association

lustrated with samples of wearing apparel brought from the AIL laboratory. Dr. Harvey E. Kimball, sales promotion manager of H. P. Hood & Sons, gave an effective talk based on years of experience in training hundreds of routemen who sell to housewives. Stressing the simplicity of the job, Dr. Kimball emphasized that route selling is not easy, but it is simple and a successful routeman never loses sight of that fact.

Saturday's meeting opened with a showing of the film, "Make It In Massachusetts," followed by a talk on unemployment compensation by Clifford Fahlstrom, executive director of the Massachusetts Council on Employment Security. Dr. H. W. Stiegler, director of research of the American Association of Textile Chemists and Colorists at the Lowell Textile Institute, spoke on "Textile Research That Helps Our Industry." Dr. Stiegler presented a demonstration of some of the new testing apparatus used at the Institute plus an informative discussion concerning research on dyes and fabrics.

Making his second appearance on the two-day program, Albert Johnson addressed the luncheon gathering on "Laundry Management In These Changing Times," a subject which encompassed broad management problems against the background of today's "semi-war" economy. Final speaker was Harold K. Howe, AIL's Washington representative, who brought the audience up to date on price controls, recent wage and labor rulings, priorities and the availability of supplies. A feature of the luncheon meeting was the presentation of plaques to member laundries in recognition of their excellent plant safety records. Charles O'Reilly, vice-president of the Massachusetts Safety Council, made individual presentations to the following plant representatives:

Arthur W. Brannen, Brannen's Laundry, Brookline, Mass.

Joseph Schafer, Capitol Laundry Co., Roxbury, Mass. Mrs. G. Garlick, Dedham Custom Laundry, Dedham, Mass.

Norman J. LeComte, Ideal Laundry, Fall River, Mass.



Dr. H. W. Stiegler, director of research, American Association of Textile Chemists and Colorists, explains fading caused in housedresses by mechanical action in the washwheel, In the foreground is a model constructed to approximate washer and used to test fabric samples

Fred A. Blake, Gardner Steam Laundry, Gardner,

Robert A. Clark, Middleboro Laundry, Middleboro, Mass.

A. I. Neves, Peerless Laundry, Inc., Fall River, Mass. Barnet Leibovitz, Royal White Laundry, Inc., Somerrille, Mass.

Forrest I. Neal, Jr., South Weymouth Laundry & Cleansing Co., South Weymouth, Mass.

Walter J. Pembrook, Holland Laundry, Melrose, Mass.

Forrest I. Neal, Old Colony Laundries, Inc., Quincy, Mass.

Joseph A. Robertson, Rutter's Laundry, Inc., Lawrence, Mass.

nce, Mass.
Irving C. Barnes, Westfield Laundry, Westfield, Mass.
John Simas, Pearl Laundry Co., Fall River, Mass.

Saturday evening was given over to a cocktail party and reception followed by a dinner dance.—James A. Barnes



• Try the HTH way of bleaching. You'll quickly appreciate the uniformity of your whitework and so will your customers! That's because HTH Bleach enables you to prepare an even-strength solution every time-with little effort...at low cost.

The reason for the widespread acceptance of this stable, free-flowing, granular bleaching agent is its unvarying available chlorine content of 70%. With HTH Bleach, all you have to do to make up your solution is add a measured amount of bleach to water with the necessary soda base. This way, you are assured of a 1% solution every time - eliminating underbleaching or fabricweakening overbleaching.

For consistent, economical bleaching, order a supply of HTH Bleach from your laundry supply house today. HTH Bleach comes in measured unit 33/4-lb. cans packed one dozen to the case; and in 100-lb. drums. Mathieson Chemical Corporation, Mathieson Building, Baltimore 3, Md.

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TOP: Newly elected LCATA directors, left to right: C. W. Johnson, W. H. Rometsch, Wayne Wilson, E. E. Jewett and (re-elected) W. J. Schleicher. ABOVE: LDSMMA directors, left to right: Homer P. Campbell, Burrill O. Gottry, Raymond Anthony, C. W. Johnson, D. A. Freeman, Retiring Treasurer T. S. Buchanan and C. H. Clement. Not present when picture was taken: Joseph Friedman, Lester Kienzle and Ira C. Maxwell

Allied Trades Convention Attracts Record Attendance

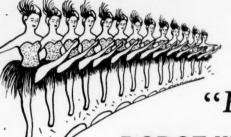
THE COMBINED MEMBERSHIP meeting of the Laundry & Cleaners Allied Trades Association and the Laundry & Dry Cleaners Machinery Manufacturers Association was the biggest and most successful gathering in the 22 year history of these annual events. A record registration of 349 persons, including 111 ladies, was recorded for the affair on April 26th-28th at The

Greenbrier, White Sulphur Springs, West Virginia. The weather was perfect except for an occasional April shower which caused some grumbling among the golf enthusiasts. Otherwise, the entire membership of both associations was so impressed with the natural beauty of the surroundings that the same site was unanimously chosen for the meeting next year and negotiations were



Read all captions clockwise, beginning at left foreground. TOP LEFT: James A. Barnes, STARCHROOM LAUNDRY JOURNAL; Nicholas Strike, Western Laundry Press Co.; W. L. Lawson, Whitehouse Products, Inc., Mrs. L. S. Smith III; S. E. Moore, Carmon & Co., Inc.; L. S. Smith III, National Marking Machine Co.; B. E. Reid, Whitehouse Products, Inc.; Miss Susan Lee; Wilbert Miller, Wilbert Miller Co.; William R. Palmer, National Cleaner & Dyer. TOP RIGHT: (back table only) Dale E. Allen, Allen & Vickers, Inc.; S. H. Duncan & Co., Inc.; P. N. Braun, Textile Marking Machine Co., Inc.; Mrs. and Mr. J. E. Freiberger, Prosperity Co., Inc.; Mrs. P. N. Braun, Textile Marking Machine Co., Inc.; Mrs. and Mr. J. E. Freiberger, Prosperity Co., Inc.; Mrs. P. N. Braun, Mrs. and Mrs. W. A. Michie, Atlas Powder Co.; Mrs. and Mrs. O. A. LaMotte, Tri-State Supply Co.; Mr. and Mrs. J. W. Lundeen, American Associated Companies; Miss Bess Lundeen; Mrs. and Mrs. Al. M. Rosenberger, National Milling & Chemical Co.; Mr. and Mrs. Marcel Hirsch, Patek & Co.; Mr. and Mrs. Nat Ribbock, American Trade Magazines; Smitty Abrams, American Trade Magazines, ABOVE LEFT: Mrs. C. H. Clement; Bock Laundry Machine Co.; Mrs. and Mr. John K. Clement, Bock Laundry Machine Co.; unidentified; C. W. Johnson, Chicago Dryer Co.; Mrs. and Mr. C. H. Clement, Bock Laundry Machine Co. ABOVE RIGHT: Joseph Kalla, Pittsburgh Tag Co.; Mr. and Mrs. Harold Reiss, Liberty Marking Tag Co., Inc.; Joseph Cohen, Cleaners Sales & Equipment Corp.; Mrs. and Mr. N. I. Fleischer, Fleischer Mills, Inc.; Mr. and Mrs. Morrie Leventhal, M. & L. Supply Co.; Mrs. and Mr. Arnold Peristein, U. S. Marking Tag Co., Inc.; Mrs. Nathan Levine

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Assures uniformity in every load and cycle. "Wash-O-Matic" is the control device which, when formula drum punched according to your formula and inserted in the ROBOT'S built-in brain, mixes the proper supplies proportionately. To change formulas, merely change formula drum. (During the entire mixing and washing operation your operator is free for other duties.)

* Famed precision chorus line at the Radio City Music Hall in New York City.



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started to arrange for holding the 1953 meeting there too!

General theme of the serious aspects of the meeting was "Industry Cooperation in the Defense Emergency." President J. Stanley Hall called the first LCATA business session to order on Thursday morning. Guest speakers were AIL President Fred McBrien; NICD President T. E. Milholland; NAILM Educational Director Heywood Wiley; and E. J. Hegarty, director of sales training, Westinghouse Electric Corp., Mansfield, Ohio. The

second LCATA business session was held the following morning at which time members heard a talk on "The Functions of the Distributive and Service Trades Division of the National Production Authority" by Nelson

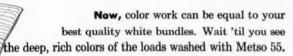


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A. Miller, Washington, D. C., director of that government activity. Upon conclusion of Mr. Miller's remarks the report of the nominating committee was presented.

The following new directors were elected: E. E. Jewett, C. W. Johnson, W. H. Rometsch and Wayne Wilson. W. J. Schleicher was re-elected to the board of directors. Directors whose terms do not expire this year are: T. S. Buchanan, C. R. Conley, Nils S. Dahl, Harlow

H. Gaines, Burrill C. Gottry, J. Stanley Hall, Richard Lane, Fernand K. Levy, A. B. Maley and F. H. Ross, Jr. Retiring from the board were Raymond Anthony, C. T. Beringer, E. H. Earnshaw, Jr., and R. O. Trowbridge. The board re-elected the following officers for another term: J. Stanley Hall, president; Nils S. Dahl, treasurer; and W. J. Schleicher, secretary.

President C. W. Johnson opened the annual LDC-



TOP LEFT: Mr. and Mrs. E. R. Leis, Robot Laundry Machinery Sales, Div. Wolf Co.; R. T. Lane, W. T. Lane & Bros., Inc.; Joseph E. Archer, Archer Supply Co.; Alfred B. Goldbach, Henry Sundheimer Co. TOP RIGHT: Les Hobson, Warco Laboratories; A. Roth, American Trade Magazines; Paul P. Reese, Egan Cotton Mills; L. L. Richardson, Filtrol Corp.; W. A. Ramsey, Warco Laboratories; Mrs. James E. Cox; Mrs. C. Townsend. ABOVE LEFT: Mrs. and Mr. L. A. Shulimson, Kliegman Bros., Inc.; Mrs. and Mr. W. B. Kamins, Kliegman Bros., Inc.; Mrs. and Mr. L. Milton Leathers, L. M. Leathers' Sons; Mrs. and Mr. R. O. Trowbridge, Colgate-Palmolive-Peet Co. ABOVE RIGHT: Mr. and Mrs. W. B. Caplan, Excelsior Machinery Co.; Harvey Davis, G. H. Bishop Co.; Mrs. S. T. Krivit; Walter McIntire, Benwall Mfg. Co.; Walter Wahlen, Superior Products Co.; Leigh Parrish, Boston Clip & Tag Co.; Mr. and Mrs. J. R. Young, Davies-Young Soap Co.; Mr. and Mrs. Al Henning, Resillo Co.



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MMA business meeting on Saturday morning with his report to the membership on "The Activities of the LDCMMA During the Defense Emergency Period." He then introduced the guest speaker, J. Elmer Berl, chief of the Commercial Laundry and Dry Cleaning Branch, National Production Authority, Washington, D. C., who spoke on "The Functions of the Service Equipment Division of NPA." The nominating committee then brought in its report.

Joseph Friedman and Burrill O. Gottry are the newly elected directors. Re-elected to the board are Raymond Anthony and C. W. Johnson. Directors whose terms do not expire this year are: Homer P. Campbell, C. H. Clement, D. A. Freeman, Lester Kienzle and Ira C. Maxwell. Retiring from the board are T. S. Buchanan

and W. H. Rometsch. The directors re-elected the following officers for another term: C. W. Johnson, president; Raymond Anthony, vice-president; and Burrill O. Gottry, treasurer.

Following are chairmen of the various key committees who, with their committee members, were responsible for the smooth functioning of the meeting: F. H. Ross, Jr., program committee; Arthur D. Fry, general entertainment committee; Bradford McFadden, transportation and publicity committee; L. E. Francis, golf committee; S. E. Moore, reception committee; E. H. Earnshaw, Jr., nominating committee; Mrs. E. H. Earnshaw, Jr., ladies entertainment committee; W. B. Appleby, LCATA resolutions committee; and Porter Richards, LDCAMA resolutions committee. James A. Barnes



ABOVE LEFT: Mr. and Mrs. Fernand K. Levy, Ideal Chemical & Supply Co.; Mr. and Mrs. L. P. Butenshoen, Dow Chemical Co.; Ray Tower, Westvaco Chemical Div., Mrs. and Mr. A. P. Stetser, E. I. DuPont de Nemours & Co., Inc.; Mrs. and Mr. C. B. Shepherd, E. I. DuPont de Nemours & Co., Inc. ABOVE RIGHT: Mrs. and Mr. W. D. Van Arnam, Johns-Manville; Mrs. Robert Lees, C. T. Beringer, John P. Lynch Co.; Mrs. C. R. Conley, Carman & Co., Inc.; Robert Lees, Carman & Co., Inc.; Mrs. S. E. Moore; C. R. Conley, Carman & Co., Inc.



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New Market Survey Under Way

FIELD WORK FOR the third national survey of the family laundry market began April 1 under the joint sponsorship of the AIL and Procter & Gamble. The Psychological Corporation of New York City which did the field work for the first surveys-in 1947 and 1949-is again conducting the study. Their staff men are making personal calls on housewives in cities across the nation, investigating their laundry tastes.

Results should be ready for presentation to the AIL membership at the Institute's 65th annual convention in Chicago, October 19-21.

Final survey tabulations will give laundryowners concrete information on these facts:

1. The market: number of families now using laundry service, regularly, irregularly, formerly, not at all.

2. Laundry customers: who they are and what use they make of laundry service.

3. Competition: how non-users are handling their

family washing; their use of self-service laundries.

4. What people think of laundry service: why they do or don't use power laundry service; what present customers like or dislike about the service; what days the customer is most apt to send her family laundry; and the speed with which the laundry returns it to her.

The '51 survey is also making a thorough study of the status of the self-service laundry. Briefly, the study is

attempting to reveal:

Number of people who are now customers of selfservice laundries; number of former customers lured away from power laundries.

What supplemental services housewives are now obtaining from launderettes such as dried bundle, flatwork

finished, shirts finished.

Significance of the younger generation falling under the influence of launderettes; effective gains made by power laundries with the younger generation.

ASTM Technical Committee Meets

THE ANNUAL MEETING of Committee D-12 on Soaps and Other Detergents, American Society for Testing Materials, held recently in New York City, was featured by one of the largest attendances on record, with several actions on standard tests and definitions, and presentation of technical papers by leading authorities on problems of concern to the committee.

F. W. Smither, chemist (retired), National Bureau of Standards, Washington, who has been very active in the work of the committee and a past-chairman, was elected honorary chairman in recognition of his out-

standing services.

Standardization Activities

Two standardized test methods which had been published for information and comment were approved by the committee for reference to the Society as tentative. These covered Test for Foaming Properties of Surface Active Agents and the Determination of pH of Aqueous Solutions of Soaps and Detergents.

An important responsibility of the committee is the development of standardized terms and definitions. An agreement was reached on definitions covering lather, foam, suds, rinse, emulsion, emulsion cleaner, and

biphase metal cleaner.

So that the methods studied in the committee may receive the benefit of comment and constructive criticism, Committee D-12 sometimes follows a practice of having proposed tests published for information before agreeing that they receive the ASTM stamp of approval as tentative. In this category are three proposed methods covering: (a) Test for Surface and Interfacial Tension of Solutions of Surface Active Agents; (b) Rinsing for Metal Cleaning; and (c) Test for Buffering Action.

Among projects currently under way in the committee are methods for determining water-insoluble matter,

borax, and copper in soaps.

Tentatively proposed as new committee work is the investigation of test methods or specifications for sodium tripolyphosphate and sodium orthosilicate, satisfactory wetting tests, corrosion tests for washing machine components, and a suggested outline for laboratory evaluation of metal cleaners.

Under the auspices of Subcommittee T-5 Physical Testing, a symposium on "Wetting Out Tests" was

presented by Dr. Carl Draves, Leonard Shapiro, O. M. Morgan, and Dr. H. B. Walker, respectively, on: "The Draves Wetting Test Method"; "The Tape Wetting Test Method"; "The Canvas Disc Wetting Test Method" od"; and "The Hydrometer Wetting Test Method."

Formal papers presented at the various subcommittee meetings or at the general business meeting included:

- 1. An In-vivo Method for Determining the Degerming Powers of Soap Containing Hexachlorophene-Dr. Cade.
- 2. Practical Soiled Test Piece Evaluation-R. B. Mitchell.
- 3. A Method for Measuring the Adsorption of Anion-Active Agents on Materials Commonly Washed-W. A. Fessler.
- 4. The Mechanical Effect Produced in Launderometer Jars-O. C. Bacon.
- 5. A Study of the Wetting of Textile Materials-Irving Gruntfest.
- A Laboratory Performance Test for Detergents Used in Continuous Scouring of Raw Wool-E. A. Leonard.
- 7. Function of Soaps and Detergents in Dry Cleaning -G. P. Fulton.
- 8. The Use of Radioactive Tracers in the Evaluation of Metal Cleaners-J. W. Hensley and H. R. Suter.

The subcommittee responsible for papers and publications plans to recommend to ASTM that the papers be published in a special technical compilation or in some other form.

Since other associations are interested in detergent problems and are attacking them from various angles, reports were given by Dr. H. W. Stiegler and Emil Vitalis for the American Association of Textile Chemists and Colorists, Dr. Perry Bartlett for the Chemical Specialties Manufacturers Association, George Fulton of the National Institute of Cleaning and Dyeing, and H. R. Suter for the National Security Industrial Associa-

The New York meetings were under the direction of the D-12 officers: chairman, J. C. Harris, Monsanto Chemical Co., Dayton, Ohio; vice-chairman, Frederick Krassner, Department of the Navy, Naval Clothing Depot, Brooklyn, N. Y.; and secretary, H. R. Suter, Wyandotte Chemicals Corp., Wyandotte, Mich.

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Texas Association officers and directors. Front row, left to right: W. Grant Bechtel; Floyd Thorn, secretary-treasurer; Jack Henckels, vice-president; Ray Pell, president; Orval A. Slater, vice-president; L. M. Gay; T. E. Milholland, ex-officio member of board. Back row: S. E. Doughtie; R. W. Coffin; Frank Criptiver; Barry Putegnat; Clarence Whiteside; Denys Slater; Retiring President Chas. A. Burton; Curtis Fitzpatrick; Albert E. Shepherd, ex-officio member; Tom Gallaher; H. C. Buchanan; George A. Boyd; and A. B. Spain, Jr. Not in photo are T. O. Dunman, A. C. Skinner, Jr., and U. N. Sprague

Joint Texas and Oklahoma Meeting

THE TEXAS Laundry and Dry Cleaning Association and the Oklahoma Laundry Owners Association met in Houston, Texas, for their annual joint meeting on April 11-12. Close to 300 delegates attended and had a grand and glorious time.

To start things off, Texas President Charles A. Burton and Oklahoma President O. C. Harris, presided at the opening session. (This is a custom, it seems, to enable the rank and file to see who they're going to hang, in case the program doesn't come up to expectation.) Hugo Swan, marketing counselor for the Texas group, followed with colored slides of "Who's Who in the Laundry Industry."

Albert Johnson, secretary-treasurer of the AIL, spoke on "Laundry Management," and from the reaction of these Texans and Oklahomans, his timely remarks were on the beam. Andrew S. Ormsby, head of the department of business administration, Clarkson College of Technology, Potsdam, N. Y., discussed "Employer-Employee Relations." Joe Belden of Joe Belden and Associates, market researchers and publishers of the Texas Poll, along with President Burton, gave the results of a detailed survey of launderettes in Texas.

One is tempted to confine the report of the convention to a single paragraph, and devote about ten pages to the bus trip to the San Jacinto battleground. Hugo Swan acted as lecturer in one of the busses, and almost



Four of the speakers, left to right: Albert Johnson, AlL; Gene Milholland, NICD; Dr. Dorothy Lyle, NICD; and Herold Howe, AlL Washington office

instigated a riot with a minority group headed by Harold Howe, Washington representative of the AIL, in the same bus. Hugo made his bid for peace by insisting on reading the inscriptions on the outer walls of the huge Sam Houston monument. What a guy!

Thursday morning, a fast moving session, started with the showing of the laundry public relations film, "Time for Living." Next came Gene Milholland, president of the NICD, who explained the services of the Institute.

Lou Bellew, Starchroom, followed with slides designed to straighten out the cleaning departments. Dr. Dorothy Lyle, NICD spoke on "Fabrics and Fashion



The directors' breakfast, a feature of the Texas Laundry and Dry Cleaning Association



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LARGE CAPACITY-40 lbs. per load

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Two views of the crowd attending the Wednesday dinner at the San Jacinto Inn

Trends." David T. P. Nelson, from Texarkana, director of the AIL, and Harold Howe wound up the final session of the convention proper. The grand finale of the whole thing was the dinner and dance at Houston's Hotel Shamrock.

New officers elected by the Texas group are: president, Ray Pell, Houston; vice-presidents, Jack Henckels, Fort Worth, and Orval A. Slater, San Antonio;

secretary-treasurer, Floyd Thorn, Houston; sergeant-at-arms, H. W. Tyson, Houston.

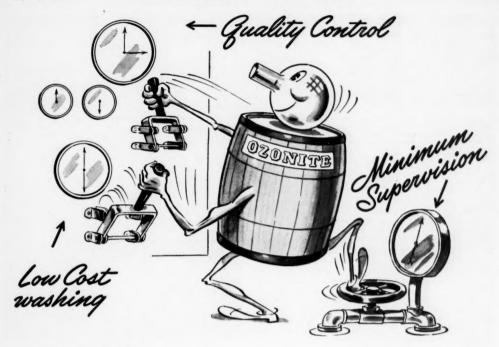
Texas directors are: Ray Pell; Jack Henckels; Orval A. Slater; George A. Boyd, Borger; R. W. Coffin, Beaumont; S. E. Doughtie, Bay City; T. O. Dunman, Houston; Curtis B. Fitzpatrick, Austin; M. Mike Gay, Jacksonville; and Denys Slater, Dallas.

The Oklahomans did not hold elections. Lou Bellew

Southern Association Meets

THE 42ND ANNUAL MEETING and convention of the Southern Laundryowners' Association was held at Edgewater Gulf Hotel, Edgewater Park, Mississippi, on April 19th-20th, and offered delegates a full share of outdoor diversion in addition to the scheduled business. Laundryowners and allied tradesmen from Alabama, Arkansas, Louisiana, Mississippi, and Tennessee were treated to afternoons devoted to golf, tennis and swimming plus an ocean cruise from nearby Biloxi to Ship Island, twelve miles out in the Gulf of Mexico—site of historic Fort Massachusetts. Business sessions were largely confined to the forenoon hours.

Promptly at nine on the opening day G. Fred Neilson, association president, called the convention to order. Committees were appointed and the first speaker, Dr. James Alexander of NICD was introduced. His subject was "Some Causes of Color Loss." Dewey Ballard, Ballard-Van Korn & Associates, then presented a lively talk entitled "How To Make A Laundry Sing" in which he stressed modern engineering principles and their application in laundry plants. Mrs. Eileen McDargh, executive secretary, Laundry & Cleaners' Club of Greater Atlanta, was the concluding speaker on the first day's program. Her subject, "Hats Off To The



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At the luncheon for past presidents and directors of Southern Laundryowners' Association are, left to right: Rayburne Fraser, Columbus, Miss.; Ars. H. Sudwischer, Crowley, La.; John Kean, Baton Rouge, La.; J. Earl Rush, Alexandria, La.; William Henry Fisher, Jr., Memphis, Tenn.; Fred McBrien, AlL president; G. Fred Neilsen, retiring SLA president, Tuscaloosa, Ala.; Merle Fraser, Columbus, Miss.; Fred Thesmar newly elected SLA president, Memphis, Tenn.; Max Kohler, New Orleans, La.; and Ed Jacobs, Memphis, Tenn.

Past-Coats Off To The Future," was a critique of laundry industry public relations and aroused keen interest among the audience.

Merle Fraser, association vice-president, presided at the session on the second day. Following through on the public relations theme, H. S. Needham of Procter & Gamble choose the subject "Can Lightening Strike Twice?" in which he warned members that the facts presented in postwar surveys jointly sponsored by his firm and AIL on the use of family laundry service cannot be ignored. A "sales conference" in which the participants were association members Fred Thesmar of Memphis and Fred Weiland of Jackson, Tennessee, followed. W. T. Sitlington of Little Rock was also scheduled to participate in this forum but was unable to attend because of illness. AIL President Fred Mc-Brien then described the activities of the national association in Washington in behalf of its members. He also outlined details of AIL's current nationwide membership drive.

A luncheon for past presidents and directors was followed by a brief business meeting at which Fernand K. Levy of Memphis, a member of the board of directors of the Laundry & Cleaners' Allied Trades Association, presented a picture of the various ways in which that organization is endeavoring to help laundryowners increase sales volume. The slate of the nominating committee was unanimously approved and Fred Neilson turned over the gavel to newly elected President Fred Thesmar, B. Y. Wallace of Knoxville was elected vice-



For outstanding service to the laundry industry, Wilbur H. Kean, (left) Baton Rouge, Lc., who retired last June after serving two terms as AlL director from District No. 2, received a plaque of recognition from All. Making the presentation at the recent Southern Laundryowners' Convention in behalf of All is Fred Thesmar, Memphis, Tenn., present director from that district

president from Tennessee and Wilbur Kean of Baton Rouge was elected sergeant-at-arms. All other officers of the association were re-elected for another term. Principal speaker at the banquet on Friday evening was Hon. James Aarington, Mayor of Collins, Mississippi. James A. Barnes

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January -6.0% more than last year February-2.0% more than last year

J. R. Wilson & Co., Atlanta

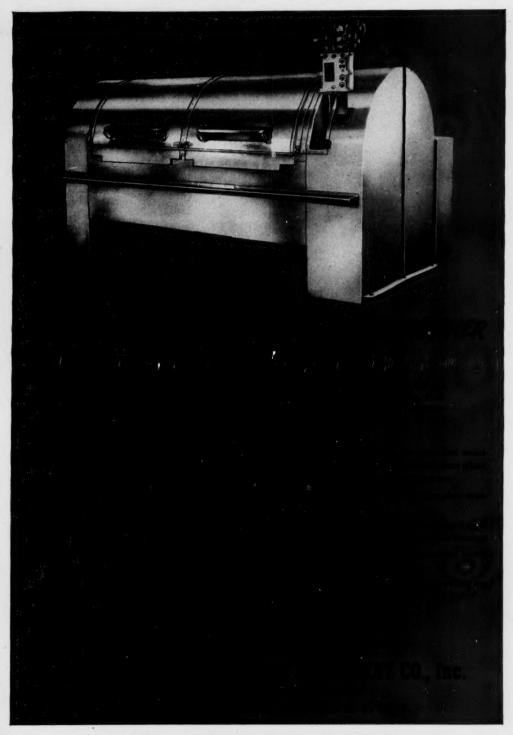
New England

Mar. 24-11.8% more than last year

Mar. 31- 0.1 % less than last year

Apr. 7- 2.2% more than last year Apr. 14- 6.8% more than last year

Carruthers & Co., Boston



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New Mountain States Laundry Owners Association officers, left to right: Frank H. LeRoy, re-elected secretary; John Kuhn, treasurer; Joe North, president; and James Rutledge, vice-president

Mountain States Hold Joint Meeting

THE FIRST JOINT MEETING of the Mountain States Laundry Owners Association and the Mountain States Dry Cleaners Association was held April 6 and 7 at the Broadmoor Hotel in Colorado Springs, Colorado.

The threat of home washing machines to the commercial laundry and what his plant, the Monarch Laundry of Chicago, is doing about it, were described by Bernard Vellenga. He told how the film, "Time for Living," with a special Monarch supplement, has proved to be highly successful promotion. The Chicago plant not only pays women to see the movie, but gives away \$100 worth of presents at each showing.

The urgent subject of government controls was discussed by Max L. Feinberg, former NICD counsel who is now head of the Services Branch of the Office of Price Stabilization. Mr. Feinberg predicted increasing pressures and stated that the OPS was trying to make regulations governing the industry as reasonable as possible.

The second day of the convention was devoted to a series of clinics, held in the laundry and drycleaning plant and other rooms of the Broadmoor Hotel. The speakers and their subjects were: "Sales," by Bill Boyd

of Emery Industries; "Finishing," by Larry and Laura Porterfield, of Wichita Precision Tool Co. and Bill Glover, Inc., respectively; "Controls," by John Spence, Faultless Laundry, Kansas City; "Labor and Legal Problems," by Harold Torgan, attorney for the Denver Laundryowners and Denver Linen Supply Associations; "Washroom," by R. B. Mitchell of the American Institute of Laundering; "Maintenance," by Herman Amrhein of the Sanitary Laundry, Cheyenne, Wyoming; "Spotting," by C. G. Pierce, West Coast manager of the National Institute of Cleaning and Dyeing; "Shirt Finishing," by Gus Anderson, Jr., of Denver, and "Flatwork," by Harold Payne, of Los Angeles.

The laundry group elected the following officers: Joe North, Denver, president; James Rutledge, Albuquerque, N. M., vice-president, and John Kuhn, Casper, Wyoming, treasurer. Frank H. Leroy, Denver, was reelected secretary.

The drycleaners' group had elected the following officers at a previous meeting: president, Guy Pearce, Denver; vice-president, John W. Stine, Pueblo, Colorado; secretary-treasurer, Joe North, new president of the Mountain States Laundryowners.

West Virginia at Charleston

GOVERNMENT PRIORITIES and defense order regulations were the subject of informal discussions among 175 launderers, drycleaners and allied tradesmen attending the 34th annual convention of the West Virginia Association of Launderers & Cleaners in Charleston on April 13 and 14. Concern over the effects of recent Washington bulletins was so evident that two speakers took time from their formal presentations to discuss the matter.

William B. White of the National Institute of Cleaning & Dyeing opened the program with a talk on "Unit Finishing Problems." Comparing the advantages and disadvantages of one-girl versus team finishing operations, Mr. White presented the latest NICD findings on finishing research. He followed this with a discussion of DO-97 and MRO problems that drycleaners might face in the coming months.



New West Virginia officers, left to right: secretary, J. C. Bleigh; president, Leonard L. Martino; and vice-president, William S. Hendricks

"Leave Less To Luck," a film illustrating the action of different types of detergents on dirt, was then presented by D. E. Tuttle of Procter & Gamble.

The afternoon session was opened with the Oklahoma



If you are a laundry man...

(Detergents are one of your biggest problems.

the Armour man is the man to see because he has more different soaps and synthetics than anybody!

(He's bound to have just the ones you need. Write him today.)





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Please send me	my copy (postage	paid) of The Spotting	
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Shirt presses, body presses, bosom presses, collar and cuff units, dry cleaners' presses, you can cover all sizes and types of buck with the new "Jomac 54" press cloth.

A full 54 inches wide, the new "Jomac 54" allows you to cut your entire requirements without piecing or stitching, and with practically no loss.

The new "Jomac 54" is the same famous scorch-resistant laundry cloth that has been used for years in all types of cleaning and laundry establishments throughout the nation.

Jomac is a loop-finished fabric that outwears flannel better than 3 to 1. It's absorbent. It's resilient and does not crush down. It's uniformly porous and gives a good vacuum effect.

For economical, trouble-free pressing, try this famous fabric in the new width. If you've been using flannel, keep track of the extra days of service you get. If Jonac does not outwear flannel, your jobber will credit you for the full roll.

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West Virginia launderers and cleaners at the banquet on Saturday night

Association of Cleaners & Dyers film, "After The Ball Was Over." The color movie, an institutional film for the education and edification of the general public, was shown as an example of what other associations are doing in the field of public relations.

Lee Johnston, American Institute of Laundering, in a slide-illustrated talk on "Washroom Problems," reviewed recent AIL work on bundle damage testing. Typical damage occurring in commercial laundering was shown on the colored slides, while Mr. Johnston explained how the Institute goes about finding the causes of such bundle damage.

First speaker on the program for the second day was R. V. Finch of Cowles Ch.:mical Co. His topic was "Quality Controls in the Washroom," and in outlining the methods used in gaining such control, Mr. Finch stressed such things as the relation of over-bleaching to tensile strength loss, redeposited soil, soap breakdown, supervision, and bundle testing for whiteness retention.

Noel Cooperider of the Butler Manufacturing Co. closed the formal meetings with a forum type discussion of "Filtration and Distillation." Using cut-away machines to illustrate, Mr. Cooperider was kept busy for over two hours answering the questions of West Virginia drycleaners on filter and vacuum still problems.

The officers of the association went all-out to provide an interesting panel of speakers for attending drycleaners and launderers. Success in this endeavor was not



Using cut-away machines, Noel Cooperider cleared up many filtration and distillation problems

enough, for they went one step further in providing a top-flight entertainment program. A buffet supper and bingo party added to a successful opening day, and a banquet and dance closed the convention on a note of fine West Virginia hospitality.

Officers elected for the coming year are: president, Leonard L. Martino, Clarksburg; vice-president, William S. Hendricks, Bluefield; secretary and treasurer, J. C. Bleigh, Weston.—John J. Martin





"In the last five years my business has grown faster than any other laundry in town. That's because we do the best quality bundle — day in and day out. How? We use PRIME SOHP for top quality on every load."

Take a tip from a successful laundryman.

Use PRIME SOHP and increase your volume.



EVERY GRAIN IS BUILT THE SAME. SOAP AND BUILDER CAN'T SEPARATE

PRIME SOHP

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Laundry News Notes



HOUSTON, TEXAS—At a recent meeting, members of the Houston Laundries & Cleaners Exchange elected Ray Pell president and the following board of directors: Laundrymen—Ray Pell, H. M. Shepherd, Floyd Thorn, Max Lewis, Fred Page, John Burkhart; Cleaners—Albert Lewis, H. B. Springfield, Abe Kauffman, M. B. Traweek, III, Joe H. McDougal, A. C. Hinson.

STOCKTON, CAL.—The Parisian Laundry and Cleaners has moved into its new \$150,000 plant at 125 E. Flora. The structure, said to be one of the most modern in the western states, measures 74 by 145 feet. It is owned by Paul Bernadicou, whose family has operated the Parisian Laundry for about 50 years.

COLUSA, CAL.—New flatwork ironing equipment has been installed at the Colusa Laundry and Dry Cleaners.

EL PASO, TEXAS—The El Paso Laundry and Cleaners Co., the oldest laundry in El Paso, recently celebrated its 60th anniversary. An open house was held in connection with the celebration.

DURANT, OKLA.-Purchase of the Ideal Laundry has been announced by Mr. and Mrs. Bill McVeigh, who plan to combine their Sunshine Laundry with the Ideal in the latter plant.

WICHITA FALLS, TEXAS—Officers elected by the Wichita Falls Laundry and Dry Cleaners Association include Fred Stevenson, president; Claude Young, Jr., first vice-president; G. W. Pond, Jr., second vice-president; and Bob Van Houten secretary-treasurer.

TOPEKA, KAN.—Ripley's, Inc., has announced two changes in its staff: Prescott A. Ripley has been elected vice-president in charge of drycleaning operations and a member of the board of directors, and Howard A. Abernathy has been named vice-president in charge of laundry operations and a board member.

CHEYENNE, OKLA.-Fire recently damaged the Thornton Laundry. The plant's owners, Mr. and Mrs. A. L.

Thornton, have announced that they will reopen soon in a new building.

LAWTON, OKLA.-Elmer Bookout and Earl Carpenter have purchased the Kelly Laundry.

FREDONIA, KAN.—The Fredonia Laundry, located for many years in the Winterrowd Building, has moved to the Faye Ward Building on 15th Street.

ASPEN, COLO.—New washing and shirt finishing equipment has been installed at the Aspen Laundry Company. Matt Pecjak recently joined the firm's staff



HAMMOND, IND.—Two promotions have been announced by the Chapman Laundry. Harry DeBoer, formerly superintendent of the laundry division, has been named drycleaning superintendent, and Noel Spowart, formerly night superintendent, will fill the position vacated by Mr. DeBoer.

BATTLE CREEK, MICH.—Twenty-seven members of the SMALLM attended that organization's April meeting at the Battle Creek Community Hospital. The outside speaker of the evening was F. Miller, a representative of the Prosperity Company. Discussions were held on possibilities of holding a state-wide course in laundry problems.

MUNCIE, IND.—The American Laundry, Inc., 123 West Howard St., has purchased the business of the Evers Soft Water Laundry, 213 North Walnut St. Equipment and supplies of the Evers plant will be sold by Harold Odle, owner.

STANBERRY, MO.—Jack Lucas has announced that he has purchased the Sno-White Laundry from Mr. and Mrs. Dale Reece. The plant will continue to operate under the same name. BEARDSTOWN, ILL.—The Beardstown Laundry celebrated its 48th anniversary on April 4. Its owner, Charles M. Bollhorst, recalls that in its first week of operation the firm made a profit of \$67, which included the profit on the rental of two bathtubs to local citizens.

PEORIA, ILL.—Fire damage to F. W. Means & Co. laundry which handles production for the Peoria Clean Towel Service, has been estimated at about \$200,000. All equipment and merchandise of the Means firm was lost, The blaze started in an elevator shaft and burned for several hours.

URBANA, ILL.-Lester C. Johnson has been named superintendent of the Model Laundry Company, 518 North Neil Street, to replace Lawrence E. Nelson, who has been recalled to the Army.

GRAND RAPIDS, MICH.—Robert T. Baxter has been elected vice-president and director of the Baxter Laundries Corporation. Re-elected officers are: president, Howard F. Baxter; vice-president, David A. Warner; and secretary-treasurer, Albert F. Wolfe.

IONIA, MICH.—The Hill-Fravel Laundry suffered a \$10,000-15,000 fire on March 22. The blaze did not halt production.

LORAIN, OHIO-The Modern Troy Laundry, formerly owned by Harvey Karas, has been purchased by Chester E. Wood. The plant will continue to operate under the same name.

PAINESVILLE, OHIO-Members of the Betterment Club and six guests recently toured the Painesville Laundry and Dry Cleaning Company. Alden Fletcher, Sr., gave the visitors a talk on the history of the plant and laundry and cleaning techniques before the tour.

ST. PAUL, MINN.—Henri Foussard, president of the Model Launderers and Cleaners, has announced three appointments: Carroll Zwickey has been promoted from plant superintendent to vice-president in charge of production; Noel Bissonnette has been named manager of the drycleaning division; and William Heck has been promoted from assistant sales manager to sales manager.

The appointments are part of an expansion program and reorganization which recently involved a merger with the Capitol Laundry. (Continued on page 64)

(Paid Advertisement)

THE LONGLIFE APRON DUCK STORY

With this issue, we start a series of pictures telling the step by step story of the making of Longlife Blue Line Apron Duck.

Each of the six major operations will be explained, and at the conclusion of the series we believe that you will understand why Tingue, Brown & Co. proudly claims that Longlife Blue Line Apron Duck is the world's finest.

THE WARP YARNS

The Premium Warp Yarns that come from our Yarn Mill arrive on what the mill trade calls "Section Beams." These are giant spools 54" wide averaging 356 ends and having a net weight of 355 pounds.

These giant spools are put on the beam rack in sets of 12 to load 5 loom beams. The picture at the top of the page shows how the yarns from all these spools are run evenly over the rollers and guided onto the loom beams. For 120" wide Longlife Apron Duck, each beam contains 4280 ends of Warp Yarn. Each loom beam produces approximately 300 yards of finished duck.

There are five strands, or plies, to each Warp Yarn end, and if these strands were tied end to end, they would reach from our mill in Atlanta to our Los Angeles Office with enough left over to carry on to the State of Washington. In a single average roll of Longlife Blue Line Apron Duck in the 120" width, there are 428,000 yards of Warp Yarn ends and approximately 205,000 yards of Premium Filling Yarns.

The story of the remaining five major steps in producing Longlife Blue Line Apron Duck will be shown in subsequent issues of this trade journal.

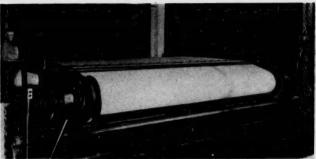
35-CENT WARNING

The City Council of Spalding, England, recently warned motorists that if they did not pay their 35-cent monthly fee for municipal parking lots, a policeman would deflate their tires.

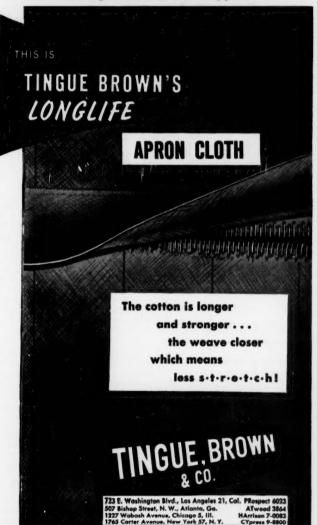
SALESMANSHIP

We know a salesman who won't take no for an answer. He leaves a questionnaire with each customer called upon, which asks why they did not buy, when they will buy in the future, and under what circumstances they will do business with him.

(Paid Advertisement)



Loading a loom beam with warp yarn



Control Lines Reg. U. S. Pat. Off.

(Continued from page 62)

JOPLIN, MO.-Mr. and Mrs. S. W. Wulfkuhle have purchased the half interest in the Keystone Laundry and Dry Cleaners, Inc., formerly owned by R. F. Schoonover. The couple now own the plant outright, with Mr. Wulfkuhle as president and general manager and Mrs. Wulfkuhle as secretary and vice-president.

The plant recently completed a large modernization program.

ASHTABULA, OHIO - An \$85,000 flash fire recently destroyed most of the interior of the Conneaut Laundry.



CORAL GABLES, FLA.—Mrs. Lucile P. Neher, operator of Marvel Cleaners, recently became the first woman in the history of Coral Gables to be elected a city commissioner. Mrs. Neher is the wife of M. L. (Mike) Neher, who operates the Model Laundry here. She is a past president of the Soroptimist 'Club, treasurer of the Coral Gables War Memorial Youth Center Assn., and is a member of the Chamber of Commerce.

ATLANTA, GA.—Laundries and drycleaning establishments have been exempted from Georgia's new three-percent sales tax. Self-service laundries are subject to the tax.

BENTONVILLE, ARK.—B. F. Periman and Stanley Smith have taken over the Best Laun-Dry on South Main Street. The business was formerly owned by Leroy Moore.

MIAMI, FLA.-Annie B. Anthony has opened the Chic Dry Cleaning and Laundry at 5420 S. W. 8th Street.

GULFPORT, MISS.—The laundry of the Buena Vista Hotel was destroyed by fire recently, Damage was estimated at \$50,000.

COLUMBUS, GA.—Bids are being received for construction of a proposed City Hospital laundry building. The city has already purchased equipment for the plant.

MIAMI, FLA.—When a Miami cleaner found a price war getting to be too much for him, he decided that the time had come to take strong action. The April 1 issue of the Miami Daily News reported his extraordinary behavior as follows:

When Ralph Marks, sales manager for the Town Laundry and Dry Cleaning Co. branch at 2400 NE 2nd Ave., arrived at the store yesterday morning, he found the place cleaned out.

He had hurried to the store after police called him at home and reported they had found a window in the place broken.

"Everything was gone when I arrived," he told Detectives J. A. Detzel and H. J. Smith. "Clothing, records and everything else"

"Who'd do such a thing?" the detectives asked each other.

They figured it might be a price war, so they visited the cleaning establishment of Ralph Hutchinson, 48, at 2334 NE 2nd Ave., not so far away. Here they reported finding many markers used to identify garments sent to be cleaned, a huge pile of clothing, and \$35 which apparently didn't belong in the Hutchinger cache college.

son cash register.
"Why'd you do a thing like that?"
Detzel asked Hutchinson.

"Well," the detective reported him as replying, "he was putting me out of business in this price war. It was the only thing I could do to stop him."

Hutchinson was held in city jail for investigation of grand larceny.



WEST HAVEN, CONN.-Bids are being received on construction of a onestory, 75 by 120-foot laundry building at the site of the 900-bed Veterans Administration Hospital.

JOHNSTOWN, PA.—A two-alarm fire caused damage estimated at \$10,500 at the Monarch Coat, Apron & Towel Supply Company on April 7.

NEWARK, N. J.—The April meeting of the North Jersey Institutional Laundry Managers' Association was held on April 11 at the Robert Treat Hotel. The speaker of the evening was Paul Harrison, vicepresident of the Velocity Steam Production Engineering Co., who spoke on velocity steam and its possibilities for increasing production in institutional laundries at less cost. A question-andanswer period followed.

Guests present were Ralph Gannon and Anthony Domino of the Erie Railroad, Lt. Frank G. Hoffman from the Naval Base at Bayonne, and Major Terry from the Salvation Army in Jersey City.

In a discussion on the problem of securing help under present conditions, one member pointed out that he has been successful in using workers handicapped to some extent as to eyesight.

NORTH ATTLEBORO, MASS.—The Bell System Laundry has been sold by A. Lester Bell to Albert J. Coutu, operator of Coutu Laundries and Cleansers of Pawtucket, R. I.

PITTSBURGH, PA.—An appeal of the Northside Laundry Company was recently turned down by Pittsburgh and Philadelphia courts. The State Supreme and State Superior Courts upheld the right of Allegheny County to assess machinery in a laundry as real estate.

CORONA, N. Y.—Burglars who broke into the plant office of the Newtown Wash Service, must have been amazed to find not one but four safes, After unsuccessfully attempting to open three, they finally managed to crack the fourth, located in the private office of Max Sach, president, and absconded with \$872 in cash, 18 bottles of liquor worth \$133, and a \$50 wrist watch.

PHILADELPHIA, PA.—An alteration and expansion program now under way at the Liberty Laundry & Supply Co. will cost an estimated \$104,000. The Liberty plant is located at 2301–11 N. 8th and 711 Dauphin Streets.

WOONSOCKET, R. I.—Fire completely destroyed the plant and equipment of the Model Laundry Co. at 821 Front Street on March 29. Loss was estimated at \$75,000. The loss was partially covered by insurance.

HARTFORD, CONN.—The New Method Laundry Corp., which went into bankruptcy on April 24, was discharged of all debts by U. S. Referee Saul Berman on April 3.

PHILADELPHIA, PA.-A three-alarm fire damaged the Montrose Laundry Co. to the extent of about \$100,000.



BAKER, ORE.—Carl Silven, who for 40 years has operated the only laundry in Baker, has retired from the laundry industry to take up cattle raising. Laundry service will be continued under lease by Paul V. York, James L. York, and Harold S. Staten, with an option to buy.

The plant, which now supports 38 employees, extends its service into Baker, Grant, and Malheur counties.

CHEYENNE, WYO.—Articles of incorporation have been filed by the Mountain States Industrial Laundry of Wyoming. The firm is capitalized at 50,000 shares of stock without par value. Directors listed are William W. Smith, Irving A. Yamen, and C. M. Crowell.



Photo courtesy of American Laundry Machinery Company and New England Laundry.

Here's more proof that modern, mechanized equipment is a money-saving investment.

At the New England Laundry, for example, automatic *American* equipment of MONEL® is credited with saving 186 labor hours a week in the washroom.

On top of that, the fuel bill is down \$21 a week, the water bill \$25. And New England is using 14% less soap, 25% less alkali. They've cut washing time 15 minutes on white work, 16 minutes on shirts.

They're getting these savings with less equipment, too. Only six 42" x 84" Cascade Automatic Unloading Extractors with "Companion Controls," and three 54" Notrux Extractors. These nine mass-production machines replaced seventeen pieces of older equipment.

But what machines these nine are! With American's full automatic washing controls, there are only three operations needed for each load washed. Having done them, the washman can leave a machine unattended until the load is ready to go into the extractor containers. The automatic unloading operation itself takes less than a minute. And the mechanically loaded and unloaded *Notrux* Extractors save up to 22 man-minutes on each load.

Mechanical measuring devices help save your soap... starches... sours. Every measurement is accurate; the washing cycles are automatically timed. So you not only save sup-

plies, steam, power and water—you get washing quality that's always uniform!

Because this equipment is made with Monel, you have no worries about rust or corrosion, no problems involving frequent maintenance or costly repair. Stronger and tougher than structural steel, Monel resists corrosion by soaps and detergents, by alkalis, starches, dilute bleaches and fluoride sours. Washer cyclinders and extractor baskets stay smooth, don't develop pits and rough spots.

Right now, of course — with Monel being diverted to vital use in America's national defense program — you may not be able to obtain all the Monel equipment you'd like to install. But we hope the time will soon come again when you'll be able to.

Remember — for a smooth-running, profit-making washroom, mechanized equipment of Monel is a sound investment, a proved money-saver for any laundry.



EMBLEM OF SERVICE

THE INTERNATIONAL NICKEL COMPANY, INC. 67 Wall Street, New York 5, N. Y.

Cleaning Section

Drivers Assemble

Cleaning Invoice With Stubs Permits Release of Separate Parts of Orders

By JOHN J. DUNN

THE STRAGGLER RACK heavy with pieces waiting for parts of the order has been eliminated almost completely in the dryeleaning department of the Samoset Laundry. With the aid of a stubbed invoice especially designed for the Plainfield, New Jersey, plant, the routemen do most of the assembly. The result has been a reduction of 90 percent in assembly errors and a saving of half the time formerly devoted to this department in the plant.

The invoice includes four stubs in addition to the usual sections provided for the office record, plant file, customer copy, etc. The stubs carry the order number stamped on the identification tags. The invoice was designed by the management of the firm, O. T. Brown, John M. Brown, and Davis S. Brown, and the drycleaning manager, Thomas Pizio.

When the first part of an order comes through to assembly, the operator tags it with the top stub and sends it along toward the route storage racks. A paper punch perforation next to an item on the main invoice indicates that the item has been dispatched. The main invoice—that is, the customer's copy—is attached to the final part of the order together with any remaining stubs.

A part of an order must be complete in itself before it is released by the assembly department. For example, a pair of trousers in a suit order will not be dispatched without the coat. On the other hand, it will go to the racks without waiting for a woman's dress entered on the same invoice.

Theoretically the Samoset assembly method shouldn't work satisfactorily. After all, somebody has to do the complete assembly of the order. It would appear that the firm is saving relatively low cost time in the plant by transferring the job to the routes where time is much more valuable. In practice, however, the system hasn't followed this theory. The men have been able to absorb the final assembly operation while lining up their stops without a great amount of extra work. Moreover, they know their routes and they want to

SAMOSET LAUNDRY SERVICE PLAINFIELD 6-2640 DRY CLEANING DEPT. Name INSTRUCTIONS **Total Charge** No Hurry T W T M Spec. S w M No Hurry S F T Spec. BOUTE **Total Charge** Name Add. Instructions

Invoice has four stubs at top for releasing garments at assembly without waiting for rest of bundle. Main part of licket is in duplicate



Lincoln Bag Company, Inc.

Para-Lux Products Company
4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS



Marking department showing the hopper for regular work at left and separate hopper for specials at right

keep tab on the pieces they are going to deliver to their customers.

The invoices at Samoset are purchased at about \$9.50 a thousand. The Browns feel the cost is not out of line, but they admit it might be a little high in plants doing a large proportion of single items. On these orders, of course, the stubs are wasted.

Another rather unusual aspect of the Samoset assembly department is the raised platform used by the operators. Comparing it to a device which used to be standard in most burlesque houses, the platform is known in the plant as the "Minsky ramp." The assembly slick rail is hung at six feet while the average operator is only about five feet tall. The extra foot of height provided by the ramp permits the operators to reach the line without excessive fatigue. The cart for holding the invoices is a converted typewriter table which rolls along the platform. The ramp is laid out in the shape



Assembly operator works from the ramp paralleling the line. Note converted typewriter table used to hold invoices. Bagger is shown in background off end of assembly line

When You Want It...Where You Want It

Dryco E-Z SQUEEZE
WATER SPRAY GUN

World's finest, fastest, water spray gun. Famous
for 20 years. More in use than all others combined. Hangs with spray and down. No fumbling
for trigger, at reverse, guest instant plays,
trouble-free. Gives Tourney finishes year hour.
Pays fortied, then pays your finishes, then you your
Pays fortied, then pays your finishes year hour.

Dryco CORPORATION

of a "T" with the long side paralleling the assembly line and the cross bar extending under the bagging devices.

In favor of their assembly procedure which eliminates waiting orders, the Browns point to the impressive reductions in errors and the excellent saving in time. In fact, the only fault they find with the system is that it sometimes prevents the packaging of several items in a single garment bag. There is shortage here, of course, but it hasn't been sharp enough to force them back to assembling in the plant. They hope it never will.



THE FUR BOOK also includes chapters on:

Cleaning, glazing and dyeing. How to make fur accessories. Common problems and how to solve them. Types of furs and how to handle

> A complete, practical, self-teaching course in every phase of fur work

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ou want a profitable project for the slow summer months Give a complete fur service in your own plant!

Even the beginner can quickly learn from THE FUR BOOK to do simple repairs and remodeling. The more experienced furrier will benefit from the improved and simplified methods in let-out work and other standard techniques. Sample repair and remodeling jobs described step by step—easy-to-follow instructions with many clear diagrams and photographs.

With table of estimated costs

New York 17, N. Y. Gentlemen:	CHECK MONEY ORDER
	(postage paid) of THE FUR BOOK by David
G. Kaplan	
Name	
Firm	
Address	

Engineering Section

Maintenance Is Doubly Important Now

By J. G. BERGER, M. E., Engineering Editor

REGARDLESS OF WHAT HAPPENS to the foreign situation, it looks as though our "emergency" economy will continue for some time. This has a lot of implications, most of which ought to be an old story to many of you. Materials, machinery, and parts will probably become more and more difficult to get. If you can't get them, you've got to get along with what you have, which is what this article is about.

DO-97 seemed, at first, like a simple solution to the replacement problem. DO-97 is a priority system which was set up by the National Production Authority. One of its purposes was to make sure that no business is required to shut down because of a lack of materials or supplies. But its use limits your purchases to what you spent for materials and supplies in 1950. As the price of those commodities has, in most cases, gone up since last year, you are still left with a shortage problem.

Whether or not you use DO-97, proper maintenance is certainly a must for the plantowner who wants to keep his plant running on an economical basis. There isn't space here to discuss maintenance in detail, but the 15 suggestions which follow should certainly be kept in mind.

1. Use cement lining in hot water heaters, heat reclaimers and other vessels used for hot or cold water; it will materially increase their useful life. In hot water heater tanks this method often lasts two years or longer, and the metal should show no deterioration. Then reline once more and get two more years of service.

Leaky coils may be kept in use if they are properly soldered, brazed or welded.

 Keeping the water side and fire side of boiler tubes, drums, and shells clean assures high efficiency and longer life. It requires only a few chemicals and some elbow grease.

4. Keep oxygen in boiler feedwater at a minimum to avoid pitting. Sodium sulphite or other oxygen absorbing chemical may be used for this purpose. If you have a deaerating feedwater heater, keep the feedwater temperature at 220° F. or higher to boil off the oxygen. This avoidance of pitting makes the boiler and its tubes last longer.

5. Paint a metal chimney at least once every two years, or oftener if the paint is flaking off and rust is showing. If you have a brick chimney be sure to point up any places that need it before they get worse. These simple precautions lengthen the life of the chimney.

6. If coated every six months, boiler brickwork will last twice as long and prevent expensive repairs. The coating may be any of a number of compounds, or you can make a batter of a good high temperature cement, about the consistency of pancake batter, and apply it with a white-wash brush.

7. See that blow-down piping in the boiler is covered properly to prolong its life. This may be accomplished by a brick pier, special tile for this purpose, or asbestos rope. Neglect of this may even cause a serious explosion or other damage.

8. Oil-burning or coal-firing equipment needs minor repair parts frequently. If installed when needed, these parts cost very little, are obtainable, and will insure long life. A new oil burner or stoker may not be so easily obtained.

9. Check motors periodically, oil and grease them often, and if a motor heats up too much, find out why and have it fixed. Don't wait for it to break down as then it may be too late to repair it.

10. Leaks in piping can be stopped by inexpensive clamps. A clamped pipe may last for a year or more before needing replacement.

11. If traps and valves are repaired as soon as they become worn, not only will their usefulness be prolonged, but the steam saved will reduce operating costs.

12. Watch the engine-generator set or the engine that drives the washroom shaft. There are several points worth attention:

a. Leaky valves waste steam, decrease the power, and can be easily fixed by inserting a bushing or, if worn slightly, by metal spraying and grinding into place.

b. Don't let a main bearing knock. Rebabbit and scrape to the right dimension.

c. Worn cylinder rings decrease the efficiency of the engine and waste steam. It is a small job to replace them

d. Is the generator insulation growing brittle? Treatment with an insulating varnish will prevent breakdown and prolong the life of the generator.

e. By making an indicator test you may find that one end is hogging the load. If this is the case you had better balance it by adjusting the valves, as an unbalanced engine soon develops lots of reasons for repairs or retirement.

All of these engine pointers also apply to a steam driven air compressor and, if followed, will materially increase the life of the equipment.

13. The heat reclaimer, which saves you dollars because it saves heat that otherwise would have gone to the sewer, should be kept clean and repaired.

14. Pumps need attention if you expect them to last. Check the rods and packing for wear and replace these parts as soon as necessary. Delay decreases the life of the pump and an inefficient pump costs more to operate than it should.

15. And by all means, save steam by covering steam and return lines, by stopping leaks, and by properly anchoring the pipes to prevent vibration that causes leaks.



When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL



COCHRANE C-B SYSTEM

THE MODERN SYSTEM OF CONDENSATE DRAINAGE CONTROL THAT CUTS LAUNDRY COSTS WITHOUT ADDING EQUIPMENT

Read these typical comments "We saved \$6000 a year on re-

"Our pressing time was reduced 70% . . . saved 25% on fuel." We increased the speed of our flatwork ironers more than 12%." "Our shirt ironing capacity was increased over 30%."

Write for a copy of our 32 page bulletin (No. 3250) explaining how you can achieve results like these in your laundry.

Write today to COCHRANE CORP.



ENGINEERING

questions and answers

Maintenance Check-up System

We are interested in some kind of a check system for the greasing and maintenance of our engineering machinery and equipment. Could you recommend someone we could purchase an index system from?

A.E.R., Buffalo, N. Y.

Back in the August, 1944, issue of Starchroom, we published an article titled, "How to Avoid Shutdowns—A Practical Plan for Plant Maintenance." A picture in this article illustrated a method of ruling an ordinary note book which may, perhaps, serve you as a guide in setting up your own maintenance record system. The chart makes it possible to check off each greasing or maintenance service by date with comment, so that no equipment will be overlooked. [The chart is reproduced below.]

Individual four x five cards in a file box will serve the same purpose, although in my opinion the book is preferable.

LAUNDRY MAINTENANCE RECORD

TRAP	LOCATION		т	IME	WH	EN	SER	VICE	P			
I ARMSTRONG	FLAT #2	3/23-43 48.00 FLOAT	5/12 OK	9/24 9548,000	9/14						1	
2 TVARWAY	SLEEVER #10											
ANDERSON	BLOUSE											
I WEBSTER	TUMBLER											
5 1°stRowe	SHIRT UNIT											
									_	_	_	

NUMBER	LOCATION AND WART IT SERVES		TIME WHEN SERVICED									
2B CRANE	MAIN STEAM LINE	3/6-43 &K.	S/18 PACHED	% 0 €	"/A3 SEAT							
29 4"L'K'HR	MAIN DUISHING BA STEAM								-			
30 2 JENK.	ANE VALVE											
31 S'WALWH	MOTWATER LINE WASHEDOM									-		
32 3 EDWS	COLD MAJER											

HI. SMITCH LECATION AND AND NUMBER WAR IT SHEET			TI	ME	VICED						
48 400 AMP.	B.C. B Euc. Roops	2/22-43 €K.	5/23	9/20 Q.H.	У.						
69 200 AMR							BOOK				
70 100 AMR	30579 ENS PROSTRING GR.						J & Beages, M.E.				
71 60 AMR	FLATWOOK HONES						NEWARK, N. I				

BUY UNITED STATES
SAVINGS BONDS

Management Course at Joliet

May 21 through May 25 are the dates for the first and only American Institute of Laundering Management Conference slated for AIL headquarters in Joliet in 1951. During the five days, laundryowners and managers will "go back to school" to study ways to assure profits in an inflationary, government-controlled economy.

Conferees will engage in an intensive, around-theclock study of such profit producing factors as specialty sales, efficient flatwork and wearing apparel production, washroom control and wage incentives. During the session, delegates will literally "take over" all of the Institute facilities-including the newly modernized Laundry Department, classrooms, laboratories and staff personnel.

The Joliet meeting will be the sole opportunity laundryowners will have to attend a Management session at AIL headquarters in 1951. Numerous speech commitments by staff personnel forced the Institute to adopt this constricted schedule.

Registrations are now being accepted by the AIL membership service department.

The program is as follows:

Monday, May 21

Tour of A.I.L. Laundry Department. Inspection of the modernized and re-equipped plant, where sales are now running 10 percent ahead of last year-and productive labor averaging 25 percent.

Welcome and Introduction, Cecil H. Lanham, di-

rector of education and training.

Using the A.I.L. Laundry Department, Ralph G. Yonke, manager, AIL laundry department. How members can cash in on their "other laundry." Facts about its operation and production figures.

Money-Saving Office Methods, James V. Scattergood, manager, department of accounting and statistics. Overtime begins at the start of the day when office and financial controls are obsolete or improperly used.

Washington Activities Affecting Laundries, George H. Johnson, vice-president. A first-hand report on price control, manpower, selective service, wage regulations, supply and machinery situation.

Controlling Routemen, William E. Mercer, manager, department of sales and advertising. Routemen are among the highest paid salesmen. The laundryowner's



'Is there any particular reason for having such powerful fans on those fresh-air ducts, Mr. Johnson?"



The Erie City KEYSTONE brings water tube boiler performance to the small or medium steam user. It is complete in every detail-needs only to be service connected. It requires no costly stack. Write for Bulletin SB-38.

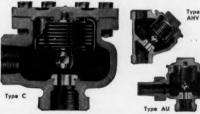
CITY IRON WORKS

1545 EAST AVE. . ERIE, PA.

In This Plant Nicholson Traps

SAVED 10% IN

Chief Engineer H.F.D. stated, after Nicholsons replaced mechanical traps in his plant: "Saving in steam waste cut our fuel cost at least 10%. Yet application temperatures were up 30°-40°. And relief of all air-binding effected faster warm-up." 5 types for process, heat, power. Sizes, 1/4" to 2"; press. to 225 lbs. To learn why Nicholson traps are enabling an increasing number of operators to heat up ironers, presses and dryers in 15 minutes send for.....BULLETIN 450



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Sales and Engineering Offices in 53 Principal Cities



STEAM GENERATOR

LONG LIFE
 LOW OPERATING AND MAINTENANCE COST
 MAXIMUM EFFICIENCY
 SAFETY



Dutter EconoMIST

A highly efficient horizontal return tube type, assembled in portcube casing and ready for firing
on arrival. Dutton improved shell
design and double size full length,
high bricked firebox, give faster
stemming one statement of the stemming of the statement of the stemming of the s

Write for catalog SL-551 on "Packaged" STEAM GENERATORS.



Dutten Econo THERM

Completely self-contained, automatically operated, 3-pass madified Scotch Internal Furnace type which gives twice the power in half the usual space. Features the control of the self-control of the control of the self-control to an extension of the self-control to the self-control of the self-control to the self-control of the self-control to the self-control of the self-control o

Let us help select the best type for you.

Dutton BOILER DIVISION
APPMAN-DUTTON COMPANY . KALÁMAZOO, MICH.

current problem is how to get the most out of his route sales costs.

Tuesday, May 22

Job Evaluation, Robert B. Dolhof, department of education and training. A means of setting up equitable wage rates for all jobs; at the same time getting ground work done for wage incentives.

Laundry Insurance, Albert Johnson, secretary-treasurer. Kinds of insurance available to laundries. How to obtain complete, but not overlapping, coverage.

Training and Collection Practices, William Bee, route sales supervisor, Getting turn-ins on a routine basis Running route sales meetings

basis. Running route sales meetings.

Wearing Apparel Production, Russell J. Rose, department of production and engineering. Is wearing apparel on its way out, as some claim, as a profitable laundry service? Ideas used by AIL and others to get better production and quality at lower cost.

Dinner Meeting, Louis Joliet Hotel. William E. Mercer, Kenneth E. Lofgren, department of sales and advertising. Basic approaches in laundry advertising and a skit on the planning of a sales campaign.

Wednesday, May 23

Washroom Methods and Supplies, Richard B. Mitchell, assistant manager, washroom division, department of production and engineering. How to use washing formulas to obtain consistent results.

Analyzing Financial Statements, James V. Scattergood. Do your financial statements tell the true story of your business? How to use this management tool.

Contests and Direct Mail Help, William E. Mercer. How laundries are inspiring routemen to overcome any sales obstacle—by making a game of selling.



Users of self-contained, compact
Leffel boilers report fuel savings
of from 20 to 40 percent. 17
sizes, 6 to 250 actual horsepower. Sturdy construction permits substantial overloading

with safety. Designed to burn COAL, GAS or OIL; easily converted from one fuel to another. There is an efficient Leffel Scotch type boiler, easy to install, ready to go to work in your laundry plant . . . today!



Write for descriptive catalog
The James Leffel & Co.

DEPT. S SPRINGFIELD, OHIO

Identification in the Laundry, Elmer Strandberg, department of production and engineering. Identification methods and their relationship to customer satisfaction, processing control and costs of operation.

Thursday, May 24

Making Wages Profitable, Robert B. Dolhof. Getting a fair day's work by setting up standards based on time studies. Demonstration of the method.

Building Quality Into Manpower, Cecil H. Lanham. Development of quality in personnel is a job of management. The challenge and the techniques.

Merchandising Your Membership Emblem, Ward A. Gill, director of institute promotion and Wirt V. Dunlop, manager, membership service department. How laundries are merchandising the Certified Washable Seal program to build volume and profits.

Flatwork Production, George H. Isaacson, director, technical departments. Methods for obtaining maximum production and quality from flatwork ironers.

Dinner Meeting, Woodruff Hotel. "Signs of Leadership," Albert Johnson. Attributes likely to mark the good executive, manager or supervisor.

Friday, May 25

Getting and Keeping Better Employees, Russell J. Rose. A subject of growing importance in a tight labor market. Ideas used by a number of plants, including the AIL laundry department, where 55 percent of employees have five or more years of service.

Employee Relations Costs, Domer E. Dewey, assistant treasurer. Employee benefits at AIL and their costs—as applying particularly to employees of the laundry department.

Laundry Textile Problems, Lee G. Johnston, assistant manager, textile division, department of production and engineering. During the past ten years, the speaker has examined some 50,000 damaged articles sent to AIL for analysis. He'll summarize his findings, tell what to look for in new fabrics.

Laundry Maintenance, Warren E. Archibald, department of production and engineering. Hints for maintaining plant and machinery.

How to Work With Your Public Accountant, James V. Scattergood. Are you getting full value from your public accountant through knowing what should and what should not be expected of him?

Getting The Public On Our Side, Edward S. Spanke, manager, publicity and editorial department. Laying a solid foundation of public understanding and appreciation on which to build laundry volume and profits.

A.I.L. Director Nominations

Six laundryowners have been nominated as directors of the American Institute of Laundering from three districts, and in two districts the nominees are unopposed for selection.

Under the terms of the AIL Trust Agreement, the three laundryowners in each district receiving the greatest number of ballots (five or more) are declared nominees and are placed on a selection ballot.

In District 4, G. Louis Dodge, Dodge Laundry and Linen Supply Company, Fresno, California, and James A. Tuma, Whittier Laundry, Whittier, California, were nominated. Mr. Tuma, however, declined to accept the nomination, leaving Mr. Dodge's nomination tantamount to selection. District 4 is composed of California, Nevada, Utah and Arizona.

In District 6, John D. Ward, LaCrosse Laundry and Cleaning Company, LaCrosse, Wisconsin, was the only nominee to receive five or more votes and, therefore, his nomination was tantamount to selection. District 6 is composed of Minnesota, South Dakota, North Dakota, Wisconsin and the Canadian provinces of Manitoba, Saskatchewan and Alberta.

In District 11, Fred W. McBrien, Holland Laundry, Philadelphia, Pennsylvania; John Doley, Warwick Laundry, Newport News, Virginia; and George Y. Klinefelter, Elite Laundry Company, Baltimore, Maryland, were nominated from this district.

Mr. Klinefelter declined to accept the nomination and, therefore, his name will not appear on the selection ballot. District 11 is composed of New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Terms of the present directors in these three districts will expire next June. Nominations were made by Class A (laundryowners) members in those districts. All details, including mailing and tabulation of ballots, were handled by F. J. Munchalfen and Company, Joliet, Illinois, certified public accountants and independent auditors for the Institute.

The selection ballot will be sent to eligible members in District 11 on May 1 by F. J. Munchalfen and Company. To be counted in the selection of director, the selection ballots from this district must be received by the independent auditors by Monday, May 21.

Safety Booklets

Four new booklets on safety, designed for distribution by plant foremen or as payroll enclosures, have just been announced by the National Safety Council. The booklets cover safety in the plant, at home and on the highway. Humorous cartoons and light treatment in the text sugar-coat the message.

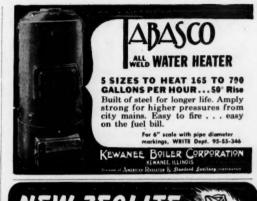
"Aren't People Funny?" pinpoints 12 unsafe attitudes—the "dirty dozen" human foibles that are hidden causes of many accidents.

"K. O. Dirt and Disorder" points out why it is better. easier and safer to work in a clean and orderly place.

In "Cry Whoa!" Shakespeare takes the wheel to help reduce off-the-job motor vehicle accidents, which account for the greatest share of off-the-job injuries and deaths.

"Safety 'Round the Clock" deals with home safety 24 hours a day, with eight pages of good medicine for the family.

Sample copies of the booklets and prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.





ELGIN SOFTENER CORPORATION



Operating records show the Johnson System can often save its own cost in less than a year. Our nationwide engineering organization is ready to survey your needs without obligation.

Write for new 12-page catalog.

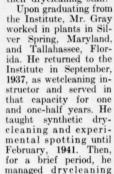


NEWS NOTES from the ALLIED TRADES

John P. Gray Joins Adco

Adco, Inc., Sedalia, Mo., announces the appointment of John P. Gray, former director of education for the

National Institute of Cleaning and Dyeing, to their drycleaning staff.





JOHN P. GRAY

plants in Norfolk, Virginia and Washington, D. C. He became interested in aviation in 1942, learned to

He became interested in aviation in 1942, learned to fly, and attended the Cleveland Institute of Aviation and the Case School of Applied Science to secure an instructor's rating in Meteorology, Aerial Navigation, and Air Craft Engines. From the latter part of 1943 until August, 1944, John taught Aerial Navigation and Aerology (Meteorology) to naval aviation cadets at the Virginia Polytechnic Institute, Blacksburg, Virginia. Upon discharge from the Naval Reserve, he remained on the V. P. I. Aeronautics staff for two semesters to train civil pilots.

John rejoined the Institute staff in July, 1945, with the title of coordinator of instructions, to reopen the school. His duties were to write courses of instruction, train instructors, supervise instruction methods, teach several courses, and generally supervise and advise on all activities affecting students. Statements have been made that John's work was responsible for modernizing and improving the school and course, and contributed largely to the high rating NICD schools have among vocational education institutions.

He was put in complete charge of all NICD resident courses, field courses, and special courses in January, 1950, with the title of director of education.

John has made speeches at many drycleaners' meetings and conventions on numerous drycleaning subjects, and at every NICD national convention since 1945.

John is 37 years old, married, and has two children. He and his family will make their home in Missouri.

Mr. Gray's drycleaning knowledge will make him an invaluable addition to Adco's drycleaning staff and further Adco's objective of rendering a truly practical service with their line of drycleaning soaps, spotters, and wetcleaning products.

Three Directors Elected to American Board

J. M. Garvey, president of The American Laundry Machinery Co., Cincinnati, Ohio, has announced that



CHARLES O. KNOWLTON

the company's stock-holders have named C. O. Knowlton and Monte Huebsch of Cincinnati, and V. C. Kreuter, Jr., of Rochester, N. Y.. to the board of directors at their annual meeting held recently.

Mr. Knowlton, vicepresident and general sales manager of the company, joined American in 1919. Since that time he has served in both the manufacturing and sales departments. In the latter capacity he was manager of the



MONTE HUEBSCH



V. C. KREUTER, JR.

vision; manager, New England branch; assistant manager and later manager of the company's Eastern sales division in New York City.

Mr. Huebsch was formerly president of the Huebsch Manufacturing Co., Milwaukee, When The American Laundry Machinery Co. purchased the Huebsch firm in October, 1950, Mr. Huebsch moved to Cincinnati and became manager of the Huebsch division of the American Co. He brings with him a broad experience in the manufacturing and sale of specialized laundry equipment.

Mr. Kreuter is the third generation of his family to serve as a board member of the American Co. After attending M.I.T. and graduating from Cornell, Mr. Kreuter joined the company in 1938 as a production engineer. During the war years he was administrator of priorities, and recently has been serving as industrial engineer specializing in factory management.

E. B. Stanley was re-elected chairman of the board. Other board members re-elected are J. F. Allen, D. B. Caudle, J. J. Dewey, M. A. Follman, J. M. Garvey, V. C. Kreuter, Sr., and Taylor Stanley.

In his report to the stockholders, Mr. Garvey revealed that increased activity enabled the company to finish the year with sales almost 20 percent above 1949.

Among the more important actions of the company during 1950 were the sale of its Chicago factory; the purchases of the Huebsch Manufacturing Co., Milwau-

86 NET PROFITS

start with

Callaway

"Rockweave"

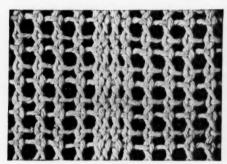
Cotton Nets

Look at these NET GAINS you get from CALLAWAY "LENO" (open mesh) and CALLAWAY "PLAIN" (close mesh) COTTON NETS:

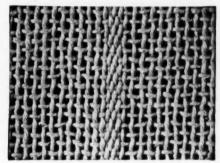
- Pin Winners—streamline, lightning fast pinning
- Wide opening—easier loading
- High Tensile strength uniformly distributed
- Pliable—minimizes snagging
- Mendable—quick repairing
- Peak Wheel Drop
- Suction Scrubbing Action
- Free Passing of Insolubles
- No "Balling" of Articles
- No "Hour Glass" Separation of the net load
- No Distortion . . . No Stretching . . .
 No Dragging
- Products of pioneers in high quality net manufacturing



Contact your Callaway representative for further net details. Also for cover cloth, duck, apron duck, double-faced felt, double-filled paddings and Callaway's asbestos assembly.



LENO-Open mesh net-reinforced



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SMOOTH GOING...all the way...and a smooth finish! That's the way flatwork rides through the ironer on Gilmer Feed Ribbons. And it's a one-way ride-no re-runs-saving time, work, money . . . producing wrinkle-free results and better finished bundles.

Gilmer Feed Ribbons are skilfully woven from the finest long-wearing cotton. Edges are perfectly straight, and thickness is uniform throughout. Gilmer Feed Ribbons come in all sizes, both endless and Clipper lace. Order a set from your supply house today.

BUY THROUGH YOUR GILMER DISTRIBUTOR



More than 40 years' experience goes into every one!

L. H. GILMER COMPANY TACONY, PHILADELPHIA 35, PA.

Division of United States Rubber Company

kee, and the Chace valve division of the Wm. M. Chace Co., Detroit. Mr. Garvey also stated that construction of the new plant being built on the company's Cincinnati premises was proceeding according to schedule and nearing completion.

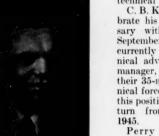
No sales figures for the first quarter of 1951 were released, but Mr. Garvey did say that the company was comfortably maintaining its position as the world's largest manufacturer of laundry and drycleaning equip-

ment

Street's Honors 15-Year Men

As part of its 75th anniversary celebration this year, R. R. Street & Co. Inc. is awarding 15-year service pins

to three members of its technical field force.



C. B. KASSON

C. B. Kasson will celebrate his 17th anniversary with Street's on September 21st. He is currently Street's technical advisor and sales manager, in charge of their 35-man field technical force, and has held this position since his return from service in

Perry Walker will celebrate his 16th anniversary with Street's on September 1st, and Jim Wellwood will celebrate





JIM WELLWOOD

his 15th anniversary with Street's on September 14th. In addition to Kasson, Walker and Wellwood, Street's has 32 other field technicians serving the plant owners of America. Street's points out once more that there is no charge for their nation-wide technical field service. They invite the plant owners to request the services of their field technicians whenever the occasion may arise.

L. Behrstock Expands

L. Behrstock Company, 1706 South State Street, Chicago 16, has added 1,200 feet of floor space to their shops and offices to accommodate expanded operations.

The Behrstock Company, suppliers to the laundry and cleaning trade since the turn of the century, moved into their own building two years ago, but leased out the second floor.

They now occupy the entire building, two floors and basement, which is given over to the warehousing and display of merchandise and machinery, and to the manufacture of their Gross Star Grid Plates and Gross Star Screen Asbestos Pads.

Hospital L. M.'s Tour Troy Factory

A feature of a special three-week course in hospital laundry management, conducted at the State University



of Iowa, Iowa City, recently, was a visit to the Troy Laundry Machinery plant in East Moline, Illinois, where the trainees saw new Troy equipment of all types under construction.

Twenty men from hospitals throughout the United States and Canada took the course which was sponsored jointly by the State University of Iowa and the American Hospital Association.

Texas Plant Buys Internationals

One of two International LM-120 trucks with allsteel Metro bodies, owned by the Acme Laundry Company of El Paso, Texas, is shown in front of the firm's attractive building at 905 East Missouri Street. The



company has a fleet of 22 trucks, 17 of which are Internationals. It operates 17 laundry routes and 5 towel routes in El Paso and suburbs within a radius of 30 miles. Each truck averages 100 stops a day and travels an average of 35 miles.

All trucks are finished in orange and two tones of blue. Finished in these beautiful colors, the new streamlined Metro body shown with its sweeping side areas for the distinctive lettering of the firm name serves especially well as an attention-getting billboard on wheels. The 9½-foot body also provides convenient arrangement of

"We cut 1 suds and 2 rinses on each load"

THAT'S the report from one laundry operator who uses scientifically designed Oakite Penetrant and Oakite Composition No. 53. He saves water, heat, soap; he saves 20 minutes per load—enough time to run another load per wheel per day.

OAKITE PENETRANT, used in the break and first suds, quickly penetrates and wets out the load . . . helps soap loosen and suspend the bulk of the soils. Makes subsequent sudsing operations much easier. Can't be beat for heavily soiled work clothes, overalls, jumpers, etc.

OAKITE COMPOSITION NO. 53, added to the last suds or first rinse, gets more suds out of soap. Puts all insoluble soap in washer and load to work—no lazy soap loitering on wheel or in clothes to prolong rinsing. Rinses completely—grey causing soils can't settle. Works specially well in hard water areas.

SEE FOR YOURSELF. Ask your local Oakite Technical Service Representative for free wheel-side demonstration. Or write for free, illustrated booklet. Oakite Products, Inc., 22B Thames St., New York 6, N. Y.



Technical Service Representatives in Principal Cities of U.S. & Canada





Here are some of the "reasons-why": YellowGo's action can be controlled. This

enables you to take a fugitive dye from an original without injury to the original. That's important!

YellowGo users like it because of its uniformity and dependability. It can be used on the toughest dve stain on the most delicate

You never go wrong when using YellowGo.

A. L. WILSON CHEMICAL CO.

30 PASSAIC AVE.

KEARNY, N. J

laundry for fast, efficient delivery and pick-up.

The Acme Laundry Company was founded in 1907. B. G. Williams is president; R. L. Davis, Sr., vicepresident and manager; Jack Inman, Jr., secretary and sales manager; and P. P. Cruey, fleet supervisor.

and to provide process steam for the flatwork ironers and presses. It is also used for plant heating purposes. An intangible, but important feature of the new installation is the good will it has developed for the laundry among the citizens of the community.

New Boiler Solves Smoke Problem

The Meadville Laundry, Meadville, Pa., has eliminated the smoke nuisance shown below. As part of an



anti-smoke campaign, the laundry has installed an 80horsepower Orr & Sembower gas-fired boiler to replace a coal-burning boiler. The improvement was made at an estimated cost of about \$7,000, according to Cecil L. Craine, owner.

The new boiler, which is of the packaged, self-contained type, is used to heat water for the washers

Casey Promoted by Martin

The appointment of John E. Casey as manager of the Martinizing division of the Martin Equipment Corporation, Buffalo, N. Y., has been announced by William R. Wallens, executive vice-president. In this new position Mr. Casey will supervise and assist Martinizing plants throughout the country in all phases of the Martinizing operation.

Before joining the Martin organization a year ago, Mr. Casey served in the U.S. Army



JOHN E. CASEY

Intelligence Corps. He is a graduate of Canisius College.

Beach Holds General Sales Meeting

The annual spring sales meeting of the Beach Soap Company was held at Lawrence, Mass., on March 23.



At the Beach Soap sales meeting, left to right, sitting: L. R. Korn, Kirk Batcheller, Jim Regan, Frank Allen, Jerry Cook, L. T. Howells. Stand-ing: W. E. Wyatt, K. E. Fulton, Jim Drury, D. R. Fulton, Ed McKone, Fletcher Lawson, G. R. Fulton, and C. C. Miller

G. R. Fulton, president, opened the meeting with a talk on the immediate outlook for soap and the company's plans for future development.

L. T. Howells, vice-president, discussed technical progress in the manufacture of detergents with particular reference to the company's new process for homogenizing the soap and builder in complete soaps. He also introduced a new visual aid presentation for the company's homogenized soap products. D. R. Fulton, sales promotion manager, laid plans for a new sales contest which created a great deal of interest. The group also heard a talk on advertising by Louis Korn of the L. R. Korn Company, Boston.

The sales banquet was held following the meeting.

Steam-Detergent Cleaning Literature

A discussion of how steam-detergent cleaning saves time and work and helps cut costs in connection with industrial maintenance operations is provided in an illustrated folder available from Oakite Products, Inc., manufacturers of industrial cleaning and related materials.

The folder defines steam-detergent cleaning as the simultaneous application of three different actions: (1) the physical action of steam pressure and hot water working their way through successive layers of grease and dirt; (2) the dissolving action of heat on oils, greases and other deposits; and (3) the chemical action of the detergent in penetrating, wetting and emulsi-fying surface deposits. This simultaneously-applied combination of efficiency factors, the folder asserts, provides the ultimate in cleaning speed and thoroughness. Typical instances in many branches of industry where this method offers substantial time and work-savings in connection with equipment cleanup operations are cited in the folder.

In addition to listing specific tasks in industry for which steamdetergent cleaning has demonstrated exceptional effectiveness, the folder also supplies detailed specifications of the types of steam-cleaning equipment available from this manufacturer, and offers helpful data on the preparation of efficient working solutions for use with this equipment. Readers desiring free copies of this folder may obtain them by addressing Oakite Products, Inc., 122B Thames St., New York 6, N. Y.

Thomas Named Monsanto Head

One of the nation's leading atomic scientists, Dr. Charles Allen Thomas, was elected president of Monsanto Chemical Company on April 24. Dr. Thomas, who was prominently identified with the production of the atomic bomb and co-author of a plan for control of nuclear weapons took office on May 1. The 51-year-old

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With this modern Super team, loading and unloading time is slashed - giving you many extra loads per machine every day.

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chines - for it takes less labor time to keep them operating. Learn specifically what you can gain with these units. Write, wire or phone today...jobbers in all principal cities.

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SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION SYSTEMS AND CONVEYORS.

scientist replaces William M. Rand, who retires under the company pension plan.

Dr. Thomas, who has been Monsanto's executive vicepresident since 1947, began his industrial career with General Motors, aiding in the development of ethyl gasoline and later establishing research laboratories in Dayton, Ohio. The laboratories were acquired by Monsanto in 1936 and Dr. Thomas became the company's research director. He then moved up through successive positions to the presidency.

Mr. Rand, who continues on Monsanto's board, entered the organization in 1921 through the Merrimac Chemical Company, Everett, Mass., serving in successive executive positions, including the presidency. Merrimac was acquired by Monsanto in 1929, liquidated as a separate corporation in 1937, and thereafter operated as Monsanto's Merrimac division. With this change, Mr. Rand was made division general manager and a Monsanto vice-president. He continued in this position until 1943 when he became a member of the executive committee and was transferred to St. Louis. He was elected president of Monsanto in 1945.

Graver Names Representative

Graver Water Conditioning Co., manufacturer of equipment for all water-treating processes, announces the appointment of Flagg, Brackett & Durgin, Inc. as its New England representative.

This concern has specialized in engineering sales work on power plant equipment for approximately 30 years, and represents several prominent manufacturers of equipment for power plants, oil refineries, chemical process plants, etc.

The executives include Walter E. Flagg, president;

W. H. Brackett, treasurer; Roger G. Bloomfield, vicepresident; E. Peter Garwood, and Arthur D. Durgin, and a staff of specialists in boilers and boiler accessories, power plant, oil refining and marine engineering.

Headquarters of Flagg, Brackett & Durgin, Inc. are at 405 Park Square Bldg., Boston 16, Mass.

Pennsalt Promotes Garverich

Edwin S. Garverich has been appointed manager of technical service for specialty products of the Penn-

sylvania Salt Manufacturing Company, it has been announced.

Mr. Garverich, formerly head of technical service for the laundry and drycleaning department, will have supervision of technical service for that department and for the B-K and household products and maintenance chemicals departments.

Mr. Gaverich joined Pennsalt in 1929 in the research and development division. Following development work on metal cleaners, Perchlo-



EDWIN S. GARVERICH

ron, and fluorine chemicals, he became group leader of the laundry and drycleaning research in 1940, and in 1945 joined the sales division as technical advisor.

Author of numerous papers on uses of laundry and drycleaning supplies, Mr. Garverich is a member of the American Chemical Society, the American Association of Textile Chemists and Colorists and is a committee member of the American Society of Testing Materials.

The technical service department will be responsible for handling technical service in the field; will supervise technical matters of the laundry and drycleaning, B-K and household products, and maintenance chemicals departments, and will maintain technical liaison between the three departments and other divisions and departments of the company.

Hydrogen Zeolite Water Softeners

Cochrane Corporation, Philadelphia, manufacturers of water conditioning equipment and steam specialties



have just issued a new publication (No. 4530) on Cochrane Hydrogen Zeolite (Cation Exchange) Softeners. This 16-page bulletin gives a complete description of the process and the field of application, showing the advantage of hydrogen zeolite softening and its relation to the sodium zeolite softening process.

The Hydrogen Zeolite cation exchange process is relatively new (1935) while the

Sodium Zeolite process has been in use in water softening since 1910. This Cochrane Hydrogen Zeolite Softener bulletin is an exhaustive explanation not only of the process, but of the zeolites themselves and the details of the equipment used in the process.

GMC Appointments

The following appointments were announced recently by John E. Johnson, general truck sales manager for the GMC Truck and Coach division:

Loren T. Flynn, formerly manager of transportation engineering, has been appointed manager of government sales, Truck division.

T. L. Harris, formerly a member of the GMC truck sales administration group, has been named manager of distribution, Truck division.

George R. Oliver, formerly manager of distribution, has been transferred to the government sales section of General Motors Corporation.

Flynn has been with General Motors since 1925 when he joined the Yellow Truck and Coach Manufacturing Company in Chicago as an engineer. In 1930 he was transferred to the service section where he developed and conducted truck service training courses for the U. S. Army, which had purchased GMC equipment. In 1941 he was appointed manager of war products training, directing the GMC technical training school and assisting in setting up many Army training schools. After World War II Flynn set up a sales and service training school for GMC field personnel, and later became assistant technical service manager. He was appointed manager of the transportation engineering department in 1949.

Harris started with GMC in the Boston zone accounting department in 1936. Since then he has served as zone

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cut your garment replacement costs . . .

Better try Cleansertag if your present tags are shredding or losing their markings. This new fibrous material holds markings right through processing... never shreds or falls apart... always stays flat and flexible. Best of all ... it's less expensive than cloth.

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truck distributor in Boston, regional truck distributor in New York and, prior to his new assignment, was a member of the central office truck sales administration group.

Oliver in his new assignment will report to Mr. Norman K. Haig, manager of the government sales section, and assist in handling the increased responsibilities of this activity under the defense mobilization program.

Sales Promotion Group Organized

Formation of the Laundry Sales Promotion Corporation, Cleveland, Ohio, has been announced. Made up of

Street & Co., Inc., 561 W. Monroe Street, Chicago 6,

Bulletin on Odor

R. R. Street & Co. have again announced the availability of their technical bulletin #5288 on "Odor—Its



Cause And Cure." This bulletin was written by William Wilburn, one of Street's field technicians, and is said to be the most complete treatise ever written upon this very important drycleaning problem.

"Odor—Its Cause And Cure" first appeared as an article in the February, 1943, issue of Na-

tional Cleaner and Dyer. Since that time, R. R. Street & Co. has distributed several thousand reprints of this very informative article.

Now, just before the opening of the 1951 "odor season," Street's announces that they have several thousand additional copies of this free bulletin available for immediate distribution. Requests should be made on your company letterhead, and referred directly to R. R.



Officials of the Laundry Sales Promotion Corporation, left to right: Henry F. Nosh, president; I. Brooks, secretary-treasurer; and Ed. Mathews, vice-president. Willis A. Pellerin, chairman of the board, Pellerin Milnor Corporation, New Orleans, La., looks on at right

sales representatives of the Pellerin Milnor Corporation of New Orleans, the group will embark on a program designed to help the laundry and drycleaning industry to increase sales by improving and more quickly serving the present laundry market, and by developing the large

untapped laundry and cleaning market. Serving in a consulting capacity, the organization's members propose to show laundrymen the way to reduce costs of producing present laundry service, and will suggest a method of combatting domestic washers and bringing laundry out of the homes.

The territory to be served by the new corporation includes Ohio and Indiana. Its members are fully informed on the Milnor system of individual washing.

New "Carbo-Sour" Folder

A new four-page folder describing "Diamond Carbo-Sour," an improved neutralizing agent developed expressly for use by family and institutional laundries in medium and high bicarbonate water areas, has just been issued by Diamond Alkali Company, Cleveland, O.

Eight principal advantages of this neutralizer are highlighted and directions given for its use, either dry to the wheel or in solution, on white work, colors and fabrics. Also included is a successful formula for safely washing mixed loads of fugitive colors.

Copies of this pocket-size pamphlet are available upon request. Write to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

Meese Names Representative

H. T. Day has recently been appointed as salesman by Meese, Inc., Madison, Indiana, for handling the firm's Shamrock line of canvas baskets. Mr. Day will cover the territory comprising Maryland, Delaware, District of Columbia, Eastern Virginia, Eastern Pennsylvania, Eastern New York and New Jersey, exclusive of the New York City area.

Zuckerberg to Lead NCCI Division

The Cotton Goods Division of the National Conference of Christians and Jews has elected Mr. Sam



ZUCKERBERG

Zuckerberg, the Zuckerberg Company, New York, to the chairmanship of the Inter-faith Group for the Laundry Supply and Bag Industry at a Wool Club meeting this

Mr. Zuckerberg pointed out, that now, more than ever before, the work of the NCCJ can play a major role working with the forces of democracy for the peace of the world.

He expressed confidence that the group would continue to duplicate the strides it has made in the past and predicted that the movement

will spread to all parts of the world.

Stedem Cites Truck Leasing Advantages

Cleaners and launderers will use 10 percent more leased trucks this year, according to Joseph J. Stedem, vice-president and general manager of Hertz Driv-Ur-Self System, Inc. At a recent meeting in Chicago, Mr.





Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.

y Machinery Co

start and stop. New design cuts vibration. All parts are

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explo-sion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

10th		LAUNDRY	Kansas City, Me
		plete inform	
As GOFFEET	EAtractors,	size needed	
Name.			

We bow modestly in appreciation of the many orders and words of praise from the Laundries and Dry Cleaners for our LITTLE

GIANT WATER SPRAY GUNS

After many years of experimenting and testing in the field we have eliminated many troublesome parts and incorporated these outstanding features:

Non-Corrosive; All brass—nickel plated.

Small parts eliminated.

Light weight gun 5 oz., Hose 5 oz.

Operates on any pressure from 40-150 lbs., without adjustment.

Priced so that it doesn't pay to keep spending money repairing that old out-dated gun. Buy with confidence.

A revolutionary WATER SPRAY GUN developed for use by LAUNDRIES, Dry Cleaners.



Consult Your Jobber or

STEBBINS MFG.

and SUPPLY COMPANY

1735 Blake Street

Write for Bulletin 206

Denver 2, Colorado



Stedem told Hertz managers that a growing number of firms are realizing the savings and improved service which truck leasing make possible and are suspending self-owned trucking operations.

Leased trucks are engineered to do the specific job for the specific customer, he explained. They are of the right body type to facilitate loading and unloading, to provide easiest maneuverability at loading docks, and to use a minimum of manpower. Because the trucks are adapted to their jobs, a minimum number are required, and use of trucks of the right tonnage avoids costly overloading and uneconomical underloading.

Maintenance of the trucks adds to maximum use and value. Proper garage facilities mean correct repair and conditioning, plus good looking appearance. Leased trucks are painted to the customer's specifications to give him full benefit of distinctive color combinations and lettering, Mr. Stedem said.

Improved business methods, reflected in accurate cost systems, elimination of bookkeeping problems, and details of filing of forms and purchase of licenses, mean additional savings to the customer who can devote his full time to his own business. Trucking, he said, requires specific experience.

Stedem explained that truck leasing systems are willing to purchase the customer's vehicles at fair market price and continue them in service if suitable, or replace them with new units when needed.

New Data Sheet

The Philadelphia Quartz Company, manufacturers of Metso silicated laundry detergents, has published a new Question & Answer Data Sheet for insertion in its "Question & Answer Book of Washroom Practice." Entitled, "How Should Colors Be Classified? Washed?," the data sheet discusses: classifying colored work, alkali, soap, bleach and sour. Formulas, including water levels, temperature and time, are suggested for washing fast, fugitive and dark colors. A free copy is available by writing to the company, Public Ledger Building, Philadelphia 6, Pennsylvania.

Stallknight Honored by American

Raymond G. Stallknight, general office manager of The American Laundry Machinery Company's Roches-



Raymond G. Stallknight, left, is congratulated by Verner C. Kreuter, vice-president of American

ter, N. Y., factory, was recently honored as the 22nd member of the company's "Fifty Year" Club.

During special ceremonies held at the Rochester plant, Mr. Stallknight was presented with a 50-year service pin and an engraved, gold wrist watch. He is the fifth man from the company's Rochester plant to be honored for having completed 50-years of continuous service.

A native of Rochester, Ray started as an office clerk with the A. T. Hagen Co. of that city in February, 1901. When the Hagen Co. was consolidated with American in 1907, Ray worked under the general office manager of the Rochester plant. In 1913, he took over the managerial duties of the factory office, which position he holds at the present time, in addition to handling local sales for the company in the city of Rochester.

He is a member of the Rochester Chamber of Commerce, the Rochester Engineering Society, the Rochester Club, and the Automobile Club of Rochester.

Pennsalt Names Works Managers

The Pennsylvania Salt Manufacturing Company has appointed G. A. Nelson works manager of the Wyandotte, Mich., works, and James M. McWhirter works manager of the company's southern plants, it was announced recently by William F. Mitchell, vice-president.

The new positions were created, said Mr. Mitchell, in line with the company's current expansion plans. Mr. Nelson was formerly superintendent at Wyandotte and initially will combine these duties with those of his new position. Mr. McWhirter, formerly superintendent at Calvert City, Ky., will be responsible for operations at that plant and at Montgomery, Ala., and Bryan, Tex.

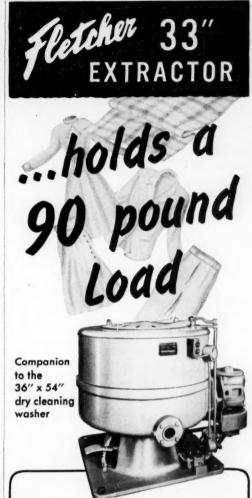
At the same time Mr. Mitchell announced that Ritner W. Tomlinson, formerly superintendent of the company's plant at Cornwells Heights, Pa., has been appointed superintendent at Calvert City, and Herman J. Eichenhofer, formerly assistant superintendent for processes at Wyandotte, has been appointed superintendent at Cornwells Heights.

Francis E. Murphy, formerly Wyandotte production supervisor, has been appointed assistant superintendent, processes, to replace Mr. Eichenhofer. Mr. Eichenhofer will work with the company's central engineering department in Philadelphia for the balance of 1951 on development of new processes.

Joseph T. Gormally, previously with the Philadelphia office, has been appointed assistant superintendent at Cornwells Heights and will be acting superintendent until Mr. Eichenhofer assumes his duties there full time.



"You'll want to see my forelady . . . here she comes now!"



This 90 Pound Fletcher 33" Extractor is being chosen by a growing number of dry cleaning establishments throughout the country where it is filling a definite need as a companion to the popular 36" x 54" dry cleaning washer. It is an exclusive size found only in the Fletcher line. Into this machine we have incorporated many of the advantages and features that have made the Fletcher 65 and 135 pound extractors favorites in so many plants.

Note these Features

Safe—Won't start until cover is closed. Cannot be opened until basket is stopped. Smooth stainless steel basket cannot harm fabrics. Saff-Balancing. Exclusive Fletcher "Super Self-Balancing." High stability up to 10 pounds out of balance.

For full details-write-

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Milnor Extractors are sturdily built to withstand the punishment demanded of an extractor by the laundry and dry cleaning industries. Many features make the rugged, dependable MINDR EXTRACTORS the best for hard continuous use. Also available are 40, 48 and 60 inch models.

MILNOR ALL STAINLESS STEEL WASHERS





MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT



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A.I.L.'s 20th Graduating Class

Members of the 20th graduating class of the American Institute of Laundering School of Laundry Management are shown, left to right, with AIL staff men who served as instructors.



First Row: Bernard O. Lane, Lane's Laundry, Greensboro, North Carolina; Dick Woods, Amarillo Laundry and Dry Cleaners, Amarillo, Texas; Raymond F. Sheehan, Rutter's Laundry, Inc., Lawrence, Massachusetts; Trevor William Robinson, Winnipeg Laundry, Ltd., Winnipeg, Manitoba, Canada (class president); Dean V. Hughes, Peerless Laundry, Yakima, Washington (class vice-president); Moses Voloshen, Pittsburgh Laundry, Inc., Pittsburgh, Pennsylvania; Murray P. McCluskey, Clean, Inc., Sylacauga, Alabama; Evo C. Binelli, King's Laundry, Inc., Oshkosh, Wisconsin; and Cecil H. Lanham, director of education and training.

Second Row: Harry A. Wirrell, Ideal Laundry, Claremont, New Hampshire (class editor); Clarence P. Kimberlin, Baxter Laundries, Grand Rapids, Michigan; Albert M. Lewis, Public Laundries, Houston, Texas; Ernest A. Klein, Jr., Mechanics Overall Laundry and Rental Company, Chicago, Illinois; Waldo G. Anderson, Kalispell Laundry and Dry Cleaning, Kalispell, Montana.

Third Row: Elvis R. Baker, Pearl Nu-Way Laundry, St. Joseph, Missouri (class secretary-treasurer); George L. Roche, Marshall Steel Company, Oakland, California; Hay Sik Wong, Sunlight Laundry, Shreveport, Louisiana; Harry Baleshta, Jr., Easton Laundries, Inc., Easton, Pennsylvania; William D. Lawson, Colorado Laundry, Pueblo, Colorado.

Laundry, Pueblo, Colorado.

Fourth Row: Robert L. Cunningham, East Texas Laundries, Carthage, Texas; March Cover, Fishburn Oriental Dyeing and Dry Cleaning Company, Dallas, Texas; Benjamin H. Paddock, Kalispell Laundry and Dry Cleaning, Kalispell, Montana; Howard Turner, Blue Point Laundry, Blue Point, New York; Martin Stanley Brann, New Method Service Company, Inc., Staten Island New York.

Staten Island, New York.
Fifth Row: Vincent L. Calabrese, Home Laundry
Company, Milford, Massachusetts; Robert A. Mains,
Up-To-Date Laundry, Chicago, Illinois; Harry J. Hess,
Baxter Laundries, Grand Rapids, Michigan; Russell
J. Rose, department of production and engineering;
Richard Mitchell, assistant manager, washroom division,
department of production and engineering.

Sixth Row: Richard J. Jones, Star Laundry Company, Danville, Virginia; James H. Baxter, Snowhite Laundry, Tullahoma, Tennessee; Warren A. Archibald, department of production and engineering; A. L. Christensen, manager, department of production and engineering.

Seventh Row: George H. Isaacson, director, technical departments; Robert Dolhof, department of education and training; George Johnson, vice-president, AIL; Domer Dewey, assistant treasurer, AIL.



Lewis Sperry, Baxter Laundries, Grand Rapids, Michigan, was not present at time photo was taken.

Graduation exercises were held at a dinner meeting April 19. Guest speaker was E. A. Earnshaw, National Marking Machine Company, Cincinnati, a director of the Laundry and Cleaners Allied Trades Association.

Other speakers included Trevor William Robinson, Winnipeg Laundry, Ltd., Winnipeg, Canada, class president; Albert Johnson, AIL secretary-treasurer; and Cecil H. Lanham.

A.I.L. Appoints Counsel

The American Institute of Laundering has announced appointment of Willsted & Shacter, New York, as merchandising and advertising counsel.

An extensive trade campaign, directed to the textile trade and soft goods manufacturers, is planned to explain the Institute's Certified Washable Scal program and its textile testing laboratories, which operate under actual laundry conditions.

National consumer advertising will aim to direct housewives to look for the Certified Washable Seal when buying washables and to send their laundry bundles to one of the 4,000 commercial family memberlaundries which display the Certified Washable Seal.

Convention Calendar

Oregon Laundryowners Association The Dalles, Oregon May 17-19, 1951

Indiana, Illinois, Michigan and Ohio Laundryowners Drake Hotel Chicago, Illinois May 17-19, 1951

Missouri, Kansas, Iowa and Nebraska Launderers and Cleaners Lassen Hotel Wichita, Kansas May 17-19, 1951

(Continued on page 90)

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Prints thru a Ribbon and is Always Readyl Fast, clean, accurate marking that saves time and eliminates the cause of claims. 6-, 8-, and 10-character machines. Easy-to-read black on yellow index strips. Clean, indelible marking. Type cannot fill in. No smudges or blots on work in process.

Special wash-out ribbon for marking at wet assembly. Long ribbon life assured by patented diagonal ribbon feed.

Makers of TAG-O-MATIC, tag-making-and-marking machine for drycleaners.

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Genuine PEERLESS BEACON TAGS Triple-fold 80x80 count cotton cloth, or fibre; special easy-writing finish. Strong staples. In 5 sizes—with one or two staples. Also Half Tags.

TAGGING MACHINES

A B SOCK TAGS

Made so water can wash in and out of tag. All metal edges covered. Easy writing sur-

KOROLA CUFF FASTENERS

Temporary fastener to hold French cuffs in place without buttonhole injury. Of smooth stiff paper supported by steel wire.

EZ-OFF Press Cleaner Cleans while Metal is hot.

Made and Guaranteed by BOSTON CLIP & TAG COMPANY

48 Grove St., Somerville 44, Mass.

(Continued from page 89)

Montana Laundry and Dry Cleaners Association Billings, Montana May 18–19, 1951

New York State Laundryowners Association Spring Convention Hotel Syracuse Syracuse, New York May 24-26, 1951

Pacific Northwest Launderers and Dry Cleaners Washington Athletic Club Annual Convention Longview, Washington May 24-26, 1951

Idaho Laundry and Dry Cleaners Association Boise, Idaho May 25-26, 1951

Wisconsin Institute of Laundering Minnesota Institute of Laundering and Cleaning North and South Dakota Associations St. Paul Hotel St. Paul, Minnesota May 25-26, 1951

Florida Institute of Laundering and Cleaning Annual Convention Sheraton Plaza Hotel Daytona Beach, Florida May 25–27, 1951

Maryland-District of Columbia & Virginia Laundry Owners' Association Spring Convention Cavalier Hotel Virginia Beach, Virginia May 31-June 1, 1951

Virginia Association of Launderers and Cleaners, Inc. **Annual Convention** Hotel Chamberlin Old Point Comfort, Virginia September 17–18, 1951

Faster, More Economical, More Efficient HAMMOND STEAM TUMBLERS

Here's a tumbler with features beyond comparison. Day after day it gives you fast, consistent drying that makes the profit in your plant go UP. Plant tests prove it is faster, easier on delicate fabrics. Built to last a lifetime.

Write for folder giving complete description of this remarkable tumbler.



Hammond Building,
Waco, Texas

TRAMMOND

LAUNDRY-CLEANING MACHINERY CO.

National Association of Institutional Laundry Managers Annual Convention Sheraton Hotel Chicago, Illinois October 18–20, 1951

> Annual A.I.L. Convention Stevens Hotel Chicago, Illinois October 19-21, 1951

Obituaries

E. L. Appleton, 79, retired laundry operator, died at his home in Ironwood, Mich., on April 5. At various times he had operated the Ironwood Steam Laundry and laundries at Mt. Pleasant, Mich., and Kaukauna and Antigo, Wis.

He is survived by his wife and a sister.

William H. Banter, a resident of Paterson, N. J., died recently. Until two years ago he had been employed by the Hessler Laundry Co., and for the last year or more he had operated his own plant. He was a member of Kearny Council 261, OUAM. He is survived by a sister.



larly known as one of the most ardent alumni of Baylor University. He is survived by his widow, two sons, and his father.

J. Elmer Burkhart, Jr., 56, president of the Burkhart Laundry and Dye Works, Houston, Texas, died on April 9. Mr. Burkhart was a former vice-president of the AIL, and had been president of the Texas Laundry and Dry Cleaning As-sociation. He was active in the River Oaks Baptist Church, was a director of the board of directors of the Houston YMCA, and was active in several fraternal and social organizations. Mr. Burkhart was particularly known as one of the most ardent alumni of Bay-

(Continued on page 92)

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more
SALES

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&
X-PANDO
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SOAP EXTENDER
WORK IMPROVER

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Division of The Kinsley Chemical Co. 4538 West 130th St., Cleveland 11, Ohio



Idle time—busy time—day and night
(and overtime, too!)—all on a waxed
chart (see at left). Here, for example,
is a 2-hour delay, and you can put your
finger right on it!—and then correct id
(I Over 100,000 trucks now equipped.
Write for booklet: "Ten Ways of Gesting More Work Out of Mosor Trucks."
THE SERVICE RECORDER CO.

THE SERVICE RECORDER CO. 1375 Euclid Ave., Cleveland, O.

THE SERVIS RECORDER

MASTER 75"

All the proven features of the other Cook WASHETTES, including the extra fast washing cycle. See your jobber.





"PROFITABLE ALTERATIONS"

In response to repeated demands—10 pertinent articles taken from previous issues of The NA-TIONAL CLEANER & DYER have been prepared and reproduced in booklet form.

These articles contain the necessary step-bystep information (with accompanying photographs) to aid your repair department to more "Profitable Alterations."

Price only 50¢

NATIONAL CLEANER & DYER 304 East 45th St. New York 17, N. Y.

SYNDICATE Advertising Service WRITE FOR TRIE SAMPLE

-if you advertise in newspapers you should see the

LAUNDRY AND CLEANERS MAT SERVICE

This service gives you mats of illustrations drawn by leading artists. Each issue is carefully merchandised to cover seasonal promotions, with well written copy and layouts.

Plenty of hand-lettered headings and borders, as well as small "spot" cuts and photos!

If you are ready to advertise for increased business, this service can be useful to you.

Executives may write today for free samples, on your company letterhead, and state your title.

(Because of the large cost of each sample, letters from individuals and postcard requests cannot be answered)

Mail to VINCENT EDWARDS & CO.

World's largest advertising service organization

342 Modison Avenue New York City



(Continued from page 91)

Charles Franz, 72, manager of the Acme Laundry, Little Rock, Ark., died on April 4 in a Little Rock hospital. He had been manager of the plant since 1924.

Joseph M. George, 52, proprietor of a laundry in North Adams, Mass., died recently.

David R. Jones, 74, retired executive of the Hessler Laundry Company, Wilkes-Barre, Pa., died on March 9. In addition to being a part owner in the Hessler firm, he was, at his retirement, a director and sales manager there. He was well known locally as a public speaker and humorist.

He was a member of the First Primitive Methodist Church, a Mason, the United Sportsmen of America, and the YMCA. His wife, a son, two daughters, and several brothers and sisters

survive.

William T. Jones, 57, a partner in the Jones Brothers Laundry, Newport, Ky., died on April 6. He is survived by his wife, two daughters, two sons, a sister, a brother, and three grand-children.

Percy R. Montgomery, 52, a supervisor of the Palace Laundry and Dry Cleaning Corp. of Washington, D. C., died recently. His wife, a daughter, two sons, three brothers, and four sisters survive.

Victor J. Payment, superintendent of the Troy Laundry, Norwich, Conn., died on March 19. He was an active member of the Lions Club. He is survived by two daughters.

James W. Rich, 71, former owner of the White Way Laundry, Tampa, Fla., died on March 31. He is survived by his wife.

Ernest S. Shurtleff, 66, owner of a laundry in Pikeville, W. Va., died on April 2 when his private airplane crashed into a nearby mountain. His widow and two adopted children survive.

Michael M. Welch, 69, owner and founder of Welch's Overall and Uniform Cleaning Co., Los Angeles, Cal., died on March 21. He had been on the board of directors of the Goodwill Industries for a number of years, and was extremely active in civic affairs. He was a 32nd degree Mason. He is survived by his wife, two sons, two sisters, and four grandchildren.

Jefferson P. Wright, president of the Ashland Family Laundry and former president of the Lexington Laundry Company, Lexington, Ky., died recently. He was a Mason, a Shriner, and belonged to several clubs. He is survived by his wife, a daughter, and three sisters.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 {new or repeat}.

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads must be in our hands by the first of the month. Payment should accompany all orders.

Add cast of 5 words if answers are to come to a box number to be forwarded by us.

Extra white space at top. boltom or between linest doubles charges indicated.

Mail your box number replies to The STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRTCLEANING PLANTS. 100% PROPOSI-TIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WISH TO LOCATEY Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica S, N. Y. Tel Republic 9-3016.

COMBINATION LAUNDRY AND DRYCLEANING PLANT, newly equipped and new building. Located in the Heart of the Big Horn Mountains. Real western atmosphere. Stock reising, oil and farming community. Drawing population 19,000. Selling account of ill health. Write Box 45, Worland, Wyoming.

LAUNDRY AND DRYCLEANING PLANT, 1950 GROSS \$38,000. SALE PRICE, \$25,000. INCLUDES BRICK BUILDING, EQUIPMENT AND INVENTORY. CLAYTON LAUNDRY & DRYCLEANERS, CLAYTON, NEW MEXICO.

ONLY LAUNDRY in City of 25,000, very well equipped, also Drycleaning. Located in the heart of WISCONSIN FOX RIVER VALLEY. Excellent opportunity, have other interests. WRITE: N. E. Ehle, 518 West College Avenue, Appleton, Wisconsin.

FLORIDA STEAM LAUNDRY & DRYCLEANING PLANT. Continuous operation for more than 25 years. Now largest in this prosperous, growing, year-round area. PRICE—285,000, \$30,000 cash, balance reasonable. Stephen F. McCready, Realtor, Ocala, Florida. 9384-2

LAUNDRY AND DRYCLEANING PLANT in Southwest Arkansas, 3 years old, serving two towns with approximately 15,000 people and adjacent to two defense areas. Volume of \$50,000 annually can be easily doubled. For sale at actual investment of \$50,000 because managing partner has been called into Army. Terms. P. O. Box 607, Arkadelphia, Arkansas.

Controlling interest in laundry. Growing business. Buildings and five room home, room for expansion. Annual volume approximately \$55,000. Drawing population 100,000. Priced for quick sale. Reason for selling other interest. ADDRESS: Box 9345, STARCHROOM LAUNDRY JOURNAL.

FOR SALE: Complete laundry in lower MICHIGAN, 1½ acres of ground, brick six room home, garage, all separate buildings. Military reason.
ADDRESS Box 9350, STARCHROOM LAUNDRY JOURNAL.

If you know the laundry business, here is your chance: Retiring West Coast laundry owner will give a good deal and good terms to a qualified purchaser, for this fine and up-to-date laundry and drycleaning plant, doing over \$300,000 per year business. Ask for no statement by mail. State your qualifications, then we start from there. N. F. Liatas, 359 Dawlish Rd., Santa Barbara, California. 9351-2

Laundry and Linen Supply located in Eastern Indiana. \$35,000 gross business yearly, with or without building. ADDRESS: Box 9356, STARCH-ROOM LAUNDRY JOURNAL.

COMMERCIAL FAMILY LAUNDRY AND DRYCLEANING PLANT IN-CLUDING REAL ESTATE IN CENTRAL PENNSYLVANIA. OPERATING SINCE 1885. GOING BUSINESS. INTERESTED IN QUICK DISPOSAL DUE TO ILL HEALTH. ADDRESS: BOX 9358, STARCHROOM LAUNDRY JOURNAL.

For Sale: A very modernly equipped laundry and drycleaning plant, located in Dallas, Texas. Annual volume—\$100,000. All family business. No wholesale or commercial accounts. Cheap lease. Price \$65,000. For complete details, contact Mr. C. B. Browning c/o J. W. Lindsley & Co., 1209 Main St., Dallas, Texas.

MIAMI, fine location. Modern equipment, diversified long established business. Annually \$160,000 in laundry. \$45,000 cash will handle, balance to suit purchaser. Building sale or lease. ADDRESS: Box 9361, STARCHROOM LAUNDRY JOURNAL.

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

AN OLD ESTABLISHED well-equipped laundry with FINE REPUTATION, in Southern Ohio city, one story building included. Volume over \$200,000 yearly. ADDRESS: Box 9362, STARCHROOM LAUNDRY JOURNAL.

Laundry and Drycleaning Plant including linen supply. Building and two trucks located in Eastern Kansas railroad center. Established over 30 years. No competition, profitable business, room for expansion. Priced to sell. ADDRESS: BOX 9367, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY & LINEN SUPPLY, \$2,000 week—\$1,000 supply, \$1,000 personal, NORTHERN STATE CAPITOL CITY. ADDRESS: BOX 9349, STARCHROOM LAUNDRY JOURNAL.

For Sale: Laundry in Central California doing approximately \$75,000 a year with plenty of cotton supplies. Will sell with or without real satate, one-third down. ADDRESS: Box 9371, STARCHROOM LAUNDRY

Laundry, brick and steel building, sprinkler system, room for expansion four sides, located well for drive-in. Machinery and equipment in good condition, individually motorised. Basement suitable for linen supply business. Trading area: Allentown and Bethlehem, 250,000 population, only three other laundries in area. Home of Bethlehem Steel and Lehigh University. Good reason for selling. New Way Laundry, Bethlehem, Pa.

DIAPER SERVICE, GOING BUSINESS. Net \$10,000 in 1950. Sacrifice \$17,500. Doctor's Diaper Service, 3055 West Blvd., Los Angeles 16, Calif.

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL RINDS — New York, New Jersey, Connecticut. BUYERS WAITING — LIST YOURS. RICHARD J. MULLER Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4324-1

LINEN SUPPLY and LAUNDRY BUSINESS WANTED

WANTED: LINEN SUPPLY AND LAUNDRY BUSINESS, small or large, anywhere in the U. S. A. Replies held confidential. ADDRESS: Box 9249.

-1

LAUNDRY LISTS

Laundry Lists: Our Catalog Lists, 4¹/₄ x 11, white bond paper, black ink, padded, 20,000 Freight prepaid. Also Colored Lists. Ask for Catalog and prices. We also print Bundle Inserts, Driver Route Sheets, etc. Breslin Press, Inc., Finch Bldg., St. Paul 1, Minn. 9277-24

CONSULTANTS

CENTRIZE: CENTRIFUGAL WASHING IN YOUR EXTRACTOR. Installations in over 100 plants demonstrate outstanding possibilities for big savings in machinery, supplies, wester, power and labor while producing beautiful quality work at a much higher profit. Write for datailed information to HOWARD FINK AND SONS, Laundry owners and engineers, 2224 63rd Streat, Kenosha, Wisconsin. 9288-25

SITUATIONS WANTED

LAUNDRY SUPERINTENDENT, OVER 25 YEARS EXECUTIVE EXPERI-ENCE, labor management and production record above the average. Family man, no drinker. Prefer Midwest or South. ADDRESS: Box 9292, STARCHROOM LAUNDRY JOURNAL.

SALES MANAGER one concern twenty years excellent record of achievements. Considered top man in field, laundry, drycleaning sales. Best references, desirous of making change. Destination no problem. ADDESSS: BOX 9330, STARCHROOM LAUNDRY JOURNAL.

SUPERINTENDENT-MANAGER, presently employed in the East. 25 years of various practical experience in all phases of laundry operations. Tried and proven personal directive, assume full responsibility. Prefer location in the vicinity of Los Angeles, California. ADDRESS: Box 9374. STARCHROOM LAUNDRY JOURNAL.

Laundry Superintendent. Over 18 years quality experience laundry and linen supply. Understand labor relations and incentive plans. Willing to go anywhere. Salary must be at least \$125 weekly. Prefer personal interview. College and laundry graduate. ADDRESS: Box 9379, STARCH-ROOM LAUNDRY JOURNAL.

LAUNDRY SUPERINTENDENT—30 years experience, linen supply and laundry. Prefer New York vicinity. ADDRESS: Box 9381, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

SUPERINTENDENT FOR FAMILY LAUNDRY plant in Minneapolis, Minneapota, doing approximately \$5,000 in weekly volume. Must be aggressive, capable, and able to handle help. This is good position for the right man. ADDRESS: Box 9306, STARCHROOM LAUNDRY JOURNAL.

FIELD REPRESENTATIVE who is presently calling on laundry and drycleaning equipment and supply houses to carry profitable side line for concern with national distribution. Must be experienced and cover large territory. ADDRESS: Box 9355, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY and DRYCLEANING MANAGER for plant in midwestern city 100,000 population. Old established business, new equipment. Permanent position, good salary. Experience necessary. ADDRESS: Box 9377, STARCHROOM LAUNDRY JOURNAL.

The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

> Prevents duplication of marks; Avoids mixup of garments; Aids and simplifies sorting; Used in any marking system; Precludes thievery.

Used for years by hundreds of laundries
SAMPLES FREE
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accompanies order)

The Starchroom Laundry Journal 304 East 45th Street New York 17, N. Y.

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. G. W. ROB-INSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38

REPAIRS - PARTS - SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

GEARS AND PARTS on hand for practically all makes of washers, ironers, tumblers and extractors. Prompt delivery of replacement wooden shells and cylinders, which we have been manufacturing for over 25 years. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 5002-37

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—S12 annually. John Carruthers Co., Inc., 900 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 2627-22

POWER PLANT EQUIPMENT FOR SALE

COMPRESSORS, INGERSOLL RAND MODEL 554-D9, driven by 10 h.p. motor, QUINCY MODEL 330-7 driven by 7½ h.p. motor, CURTIS TWIN-CYLINDER 3½x3½ driven by 5 h.p. motor. COMPRESSORS COMPLETS WITH TANKS, AUTOMATIC CUT-OFF VALVE, ALL ACCESSORIES CONNECTED UP AS SELF-CONTAINED UNIT ON BEDFLATE. CUMMINGS-LANDAU Laundry Machinery Co., 513 Ten Eyck Street, Proc. 17n 6, N. Y. 9203-36

STEAM ENGINE 8 x 7 class VS-7 Sturtevant vertical, last ten years used stand-by only, ideal for fans, pumps, generators, price \$150 FOB Ashland, Ohio, Myers Launderers & Cleaners. 9357-36

Western Electric Generator—37½ KVA—3 Phase—220 Volt AC—60 Cycle—1200 RPM—90 Amp. with Exciter and Switchboard. Crocker Wheeler Generator—85 KVA—3 Phase—220 Volt AC—60 Cycle—900 RPM—208 Amp. with Exciter. All in good condition, reasonably priced. Sheridan Laundry, 5035 North Kedzie Ave., Chicago 25, Illinois. 9375-36

MACHINERY WANTED

WANTED: Monel or stainless steel washers, unloading extractors, and flatwork ironers. Highest cash prices paid for machinery in good condition. Give make, model, serial number and location. ADDRESS: Box 9359, STARCHROON: LAUNDRY JOURNAL. -3.

MACHINERY FOR SALE

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, Terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor READY FOR INSPECTION AND DELIVERY. Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 245 Huron St., Brooklyn 22, N. Y.

48x196" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OFERATE. CUMMUNGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Streek, Brooklyn 6, N. Y.

50" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 513 Ten EVEL Street. BROOKLYN 6, N. Y. 4753-4

48" TROY and TOLHURST, direct motor driven and belt driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyek Street, BROOKLYN 6, N. Y. 4755-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 315 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

MACHINERY FOR SALE (Cont'd)

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois.

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LAN-DAU Laundry Machinery Co., 513 Ten Eyck Street, Brooklyn 6, N. Y.

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRON-ERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17"
BOCK, 80" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU
Laundry Machinery Co., 315 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flat-work and small piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

AMERICAN and TROY 26" and 22" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT, READY FOR PROMPT DELIVERY, CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

AMERICAN 48x120" CYLINDER FLATWORK IRONER (3125 type) with 4 PADDED PRESSURE ROLLS. IN EXCELLENT CONDITION. DOES QUALITY WORK, HIGH CAPACITY MACHINE AT LOW INVESTMENT VALUE, CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION, SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street,

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN, PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

40" FLETCHER WHIRLWIND, 60" ZEPHYR AND 63" AMERICAN OPEN TOP EXTRACTORS WITH MONEL AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street,

120" RETURN FEED 2 ROLL AMERICAN and 100" COLUMBIA FLAT-WORK IRONERS, MOTOR DRIVEN, CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equip-ment. MARTIN EQUIPMENT CORPORATION, 789-C Hertel Avenue, Buffalo, New York.

METAL CYLINDERS-TO REPLACE WOOD OR METAL, in any size or type of laundry or drycleaning washer. Made of stainless steel or black metal, increase capacity, efficiency. Write for prices, giving size, number of partitions and doors, use of washer. PROBST BROTHERS, 1991 Wade St., Indianapolis 3, Indiana.

PROSPERITY & GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 315 Ten Eyek Street, Brooklyn 6, N. Y.

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS, PER-FECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALITIES AS WELL AS COLORED WORK, CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

15 FOUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co... 313 Ten Eyck Street, Brooklyn 6, N. Y.

LIQUIDATION SALE

of Laundry Machinery at the Hartford Hospital, Hartford, Conn.

The following modern and fine machinery will be available at bargain prices:

1-AMERICAN CASCADE Monel metal washer; 48 x 84"-6 pocket, Y type, motor driven, 220 volt, 3 phase,

AMERICAN CASCADE Monel metal washer; 42 x 84"-2 pocket, 2 door, motor driven, 220 volt, 3 phase,

ou cycle
AMERICAN MASTER CASCADE Monel metal washer;
44 x 84"—2 pocket, 2 door, motor driven, 220 volt,
3 phase, 60 cycle
-AMERICAN CASCADE Monel metal washer; 42 x 72"—

motor driven, 220 volt, 3 phase, 60 cycle

-AMERICAN NOTRUX extractors; 50" Monel metal containers, motor driven, all safety features

AMERICAN 6-roll 120" flatwork ironer. (Now located

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-AMERICAN high speed drying tumbler, 120". Practically

AMERICAN 100" handy single roll ironer.

AMERICAN coat and apparel units, consisting of 54" and Pony presses. (Now located at the Crawford

FANTOM-FAST identification systems, complete. (Now located at the Crawford Laundry)

All the above equipment can be seen in operation. Make appointment for inspection by the

Williams Laundry Machinery Co.

Sole liquidators and selling agents 37-16 22nd St., Long Island City 1, N. Y. Telephone: STIIwell 6-6666

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

IMPERIAL LAUNDRY MACHINERY COMPANY, 945 Huron Street, Brooklyn, New York, EV-9-6585, has available American No-Trux 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8roll ironer, new 1942, American 8-roll ironer, American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer, American Cascade 42x84" washer, Troy 42x72" washer; American Tilfor shirt unit, Prosperity 4-girl unit and coat presses; Hotiman 42x00" tumbler; Huebsch 36x30" tumbler; Hotiman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140 Funit used two months, American 30x48" Petroleum unit with filter, still, etc., brand new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9069-4

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

FLASH: TWO AMERICAN 120" STANDARD LATEST TYPE STREAM-LINED FLATWORK IRONERS. IN EXCELLENT MECHANICAL CONDI-TION AND READY FOR IMMEDIATE DELIVERY, THESE TWO IRON-ERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED.
CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

HOPKINS TULL 2 DOOR COMBINATION CURTAIN AND BLANKET DRYERS, PANTEX 40x94" CURTAIN AND DRAPE PRESS, CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6,

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.

-CHICAGO 100" 4-ROLL GAS HEATED IRONERS, REBUILT AND IN PIRST-CLASS MECHANICAL CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y.

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304 East 45th Street, New York 17, N. Y.

MACHINERY FOR SALE (Cont'd)

COLLAR FINISHING UNIT, consisting of AMERICAN ZARMO Press, Seam Dampener, Shaper and Edger. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 5004-4

AMERICAN direct motor driven and belt driven 48" HUMATIC EX-TRACTORS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 513 Ten Eyek Street, Brooklyn 6, N. Y.

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLAT-WORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 4xx4". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

44x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN 3
POCKET MONEL WASHER. 24x36" 1 POCKET 1 DOOR MONEL WASHER.
BOTH MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co.,
Inc., 313 Ten Eyek St., Brooklyn 6, N. Y.
9278-4

48 x 120" SMITH DRUM, 12 COMPARTMENT 12 DOOR: 48 x 126"
AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT
MOTOR DRIVEN, DOUBLE END DRIVE, MONEL METAL WASHERS.
CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street,
Brooklyn 6, N. Y.
9317-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUAR-ANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6,

15—36 x 30" Huebsch steam heated 4 and 6 coil tumblers. Excellent condition, now in operation. Mechanics Overall, 634 Weathersfield Ave., Hartford, Conn. 9378-4

FOR SALE: 2—48" Troy extractors, also 1—30" American extractor, all in excellent condition. May be seen in operation, ASSOCIATED LAUN-DRIES INC., 21 Clapp Street, Dorchester, Mass. GE. 6-4100. 9386-4

"Talley" Motor Driven Wood Washers—All Sizes. Write for catalogue— Lowest prices. TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C.

48" Hoffman and 48" American Direct Motor Driven Extractors Open Top—Late Models—Priced Low. TALLEY LAUNDRY MACHINERY CO., 0334-4

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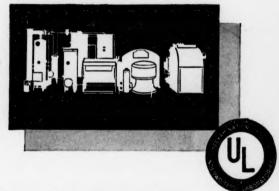
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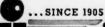
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